

IDAHO TRANSPORTATION DEPARTMENT
Boise, Idaho

**SIGNS GIVING SPECIFIC INFORMATION
IN THE INTEREST OF THE TRAVELING PUBLIC
ALONG THE INTERSTATE HIGHWAYS
AND OTHER FULLY CONTROLLED ACCESS HIGHWAYS**

(LOGO SIGNS)

SEPTEMBER 17, 1998

I.	LEGAL AUTHORITY	3
	Legal Authority	
	Title and Scope	
II.	GENERAL PROVISIONS	4
	Purpose	
	Definitions	
	Program Administration	
	Eligible Activities	
	Eligible Interchanges	
	Ineligible Interchanges	
III.	ADMINISTRATION	7
	General	
	Applications	
	Fees	
	Renewals	
	Relocations	
	Refunds	
	Waivers	
	Removals	
	Miscellaneous Provisions	
IV.	CRITERIA	13
	Non-Discrimination Laws	
	Types of Services	
	Conditional Qualification	
	Trailblazer Signs	
	Criteria Violations	
V.	LOCATION	17
	Lateral Location	
	Relationship to Interchange	
	Interstate Re-entry	
	Exit Ramps	
	Distance from Interchange	
	Trailblazer Signs	
VI.	SIGN DESIGN	19
	Motorist Information Panels	
	Supplemental Ramp Panels	
	Individual Business Signs	
	Color, Reflectorization	
	Supports	
VII.	INSTALLATION AND MAINTENANCE	25
	Applications	
	Installation	
	Relocation	
	Maintenance	
	SIGN DIMENSIONS	27
	METRIC CONVERSIONS	47

I. LEGAL AUTHORITY

RULE NO. 39.03.62 of the IDAHO TRANSPORTATION DEPARTMENT establishes the following:

1. LEGAL AUTHORITY

Under the authority of Sections 40-312, 40-313, 40-1911(5) and 67-5229 Idaho Code and U.S. Code Title 23, Chapter 1, Parts 625 and 655, the Idaho Transportation Board incorporates by reference its September 17, 1998 publication entitled “Logo Signs”.

2. TITLE AND SCOPE

The publication provides regulations for the installation and administration of motorist information signs giving specific information in the interest of the traveling public informing motorists of gas, food, lodging, and camping facilities with their related tourist services which are accessible from eligible interchanges.

II. GENERAL PROVISIONS

1. Purpose

The purpose of this policy is to provide a standard operating procedure for installation and administration of motorist information signs giving specific information in the interest of the traveling public. This program will inform motorists of Gas, Food, Lodging, and Camping facilities with their related tourist services that are accessible from eligible interchanges.

2. Definitions

The following definitions shall apply to this policy unless the context clearly indicates otherwise:

“Approach” – That section of the highway right-of-way between the outside edge of shoulder and the right-of-way line which is designed as a roadway for the movement of vehicles between the highway and the adjoining property.

“Authorized operator” – A person or entity, other than an owner, who operates an independent motorist service facility, and who has authority to enter into agreements relevant to matters covered by this policy.

“Business sign” (logo) – A separately affixed sign attached to a motorist information panel showing the name, brand, or trademark of a qualified motorist service business.

“Camping” – An area designed to accommodate but not limited to any combination of tents, pickup campers, camp trailers, fifth wheel trailers, or motor homes.

“Department” – The Idaho Transportation Department.

“District” – Any Idaho Transportation Department district facility.

“Food court” – Any facility with two or more food businesses sharing a common seating area that serve food to the public as their primary source of revenue.

“Food facility” – Any facility that serves food to the public as their primary source of revenue.

“Fully controlled access highways” – Any section of a highway system where access is prohibited except for interchange connections.

“Gas court” – Any facility with two or more gas businesses sharing a common service island or fuel storage.

“Interstate highway system” – Every State highway that is a part of a national system of interstate and defense highways established pursuant to Title 23, Section 103 (e), U.S. Code.

“Main traveled way” – The through traffic lanes of the highway system that are fully controlled access highways.

“Motorist information panel” – A specific information panel bearing separately affixed individual business (logo) signs for gas, food, lodging, and camping erected on fully controlled access highways in advance of exit ramps.

“M.U.T.C.D.” – The Manual of Uniform Traffic Control Devices.

“Owner” – The holder of fee title, or holder of leasehold estates from the owner of the real property.

“Qualified motorist business” – A business furnishing gas, food, lodging, or camping, meeting all necessary criteria established by this policy and having an approved application.

“Supplemental ramp panel” – A motorist information panel located on an exit ramp bearing one or more directional business (logos) sign(s) for a motorist service business(es).

“Trailblazer sign” – A sign, when required on non-fully controlled access highways, composed of the applicable service symbol in conjunction with a directional arrow and/or mileage providing motorist guidance to the facility being signed.

3. Program Administration

The logo program will be administered by the Headquarters Traffic Section of the Idaho Transportation Department. An appeal of a decision relative to this policy shall be made to the Idaho Transportation Department in accordance with the Idaho Administrative Procedure Act (see section III. ADMINISTRATION of this policy).

4. Eligible Activities

This policy covers motorist information panels containing individual business signs of specific interest to the motorist as follows:

- (a) Only “Gas”, “Food”, “Lodging”, and “Camping” facilities are eligible for consideration.
- (b) Facilities that meet the criteria and provisions defined herein and have an approved application from the Department shall be eligible for signing.

- (c) Each individual qualifying motorist business shall only be signed at one (1) interchange for each direction of travel. When the motorist business meets qualifications for more than one (1) interchange, the approved route to the facility shall be selected by the Department.
- (d) Motorist business signs (logos) shall be used at eligible interchange locations subject to exceptions or consideration of waivers as hereinafter provided (see Section III.7. Waivers of this policy).

5. Eligible Interchanges

This policy is applicable to interchange connections on the designated interstate highway system and those fully controlled access segments of the State highway system, where outdoor advertising is prohibited by Title 40, Chapter 19, Idaho Code; or by more restrictive laws or ordinances of local jurisdictions. This policy is subject to more restrictive requirements of Federal and State laws or regulations.

6. Ineligible Interchanges

The following interchanges are not eligible for signing under the provisions of this policy:

- (a) Interstate to interstate interchanges where the interchange ramps connect directly to other interstate highways.
- (b) Interstate interchanges without sufficient space to properly install logo signing in accordance with the minimum standards of the M.U.T.C.D and Section VI. SIGN DESIGN of this policy.
- (c) Interstate interchanges where it is determined by the Department, that due to interchange design or environmental conditions, additional signing would add to driver confusion thus creating safety concerns for the traveling public.

III. ADMINISTRATION

1. General

Inquiries regarding signs giving specific information in the interest of the traveling public along the interstate highways and other fully controlled access highways (logo program) may be made to the:

Traffic Engineer
Idaho Transportation Department
PO Box 7129
Boise, Idaho 83707-1129
(208) 334-8558

Businesses that wish to apply for signing will be referred to the appropriate District representative. Applications should be submitted to the District office. The District representative shall collect all application fees and check to verify that the facility applying for a permit meets all of the required qualifications.

2. Applications

The owner or authorized operator of a qualified motorist business must file an application with the appropriate District office for placement of its business logo sign on motorist information panels and supplemental ramp panels erected on eligible fully controlled access highways.

Separate applications are required for each type of service. New applications are required for changes in facility ownership, business name or logo, requests for logo sign relocation from one interchange to another, and additional signing.

NOTE: When a facility that is currently signed as a motorist service business desires to place additional signing, application fees shall be collected; however, the existing application number shall be used.

- a. **Application Forms:** Applications shall be made on the following forms provided by the Department:
 - i. ITD-761, Application and Permit to Install Motorist Service Information Signs (Logo Signs) Along Interstate and Other Fully Controlled Access Highways; and
 - ii. ITD-762, District Engineer's Report and Recommendations Relating to Permit for Motorist Information Signs (Logo Signs).
- b. **Application Information:** Application forms shall contain the following information:

- i. Name, address, and telephone number of the owner and responsible operator of the facility to be advertised.
- ii. The highway for which the applicant seeks signing.
- iii. A description of the interchange for which the business sign is requested.
- iv. A statement of facility location, including distance from the interchange and roads used for access.
- v. Demonstration of conformance with the criteria established herein for logo signing.
- vi. A drawing or photograph of the proposed logo sign (see Section VI.3 Individual Business Signs of this policy).
- vii. Other information as may be required by the Department.

c. Application Approval and Collection of Fees

The applicant shall submit all appropriate application fees at the time of application. The District shall collect new application fees for changes in facility ownership or name, requests for additional signs and requests for sign relocations. Sign reinstallation fees shall also be collected for changes in business sign design and sign locations. The Department shall make the final determination of fees to be collected.

The district shall verify that the facility fulfills all the criteria of this policy and promptly submit the original signed application with the District's recommendations for approval or denial to the Headquarters Traffic Section.

If an application is denied, the applicant will be notified in writing by the HQ Traffic Section. The applicant shall have an opportunity to address any problems and be heard within thirty (30) days and present evidence of conformance. If the application denial is not reversed, the applicant may then appeal adverse decisions in writing to the Transportation Department in accordance with the Idaho Administrative Procedure Act, Title 67, Chapter 52, of the Idaho Code.

Notwithstanding, the fact that a motorist service business meets all of the other eligibility requirements of this Section, an application may be denied

by the Department if it is determined that adequate direction to the motorist service facility cannot be given by a maximum of three (3) trailblazer signs (see Section IV.4. Trailblazer Signs of this policy).

A waiting list of qualified motorist business shall be maintained when applications are received for more than the maximum allowable businesses to be placed on any one (1) sign panel. The order of priority shall be based on qualifying criteria and the date of final approval of the application.

3. Fees

Application fees for logo service signing cover administration costs and are non-refundable. Annual, reinstallation, relocation, replacement and seasonal fees for logo service signing are paid to defray installation and maintenance costs.

The fees for motorist service business (logos) signs shall be as follows:

(a) **Fee per application:**

Non-Refundable Fee (Required for initial application, ownership, name or service change.)	\$ 75.00
---	----------

(b) **Fee for trailblazer signs (on State highway system):**

Each trailblazer sign	\$100.00
-----------------------	----------

(c) **Annual fees (July 1 through June 30):**

Motorist information panel(s)	\$250.00
Supplemental ramp panel(s)	\$ 25.00

(d) **Fee to reinstall, replace or relocate business (logo) signs:**

Each sign	\$ 50.00 (maximum \$100.00)
-----------	-----------------------------

(e) **Fee to cover or uncover seasonal business signs:**

Each sign	\$ 50.00 (maximum 100.00)
-----------	---------------------------

(Fees to cover and uncover seasonal business signs shall be billed at the time of the initial application and at subsequent annual renewals.)

Annual renewal fees are due upon receipt of billing. The billing year begins on July 1 and shall be prorated the first year from the date the signs are installed by the following formula: annual renewal fee x number of days from date of

installation until July 1, divided by 365. The business shall be billed for the full annual renewal fee thereafter.

4. Renewals

Eligibility of a facility for continued placement of its motorist service business (logo) signs on motorist information panels will be reviewed annually before renewal on the same basis as for an original permit. If payment is not made for annual renewal within thirty (30) days after the billing date, the sign(s) shall be removed.

A facility which fails to pay its annual renewal fee and whose sign(s) have been removed must reapply for service signing as a new installation. The applicant shall pay the standard application fees as well as a prorated annual renewal fee based on the remainder of the billing year.

5. Relocations

Any facility requesting a relocation of individual business (logo) signs to a different interchange shall be required to submit a new application and pay the applicable fees. The Department shall make the final determination regarding the relocation based upon the same qualification requirements required for a new application. If approved, the facility will be charged a fee of fifty (\$50) dollars for each sign, one hundred (\$100) dollars maximum per interchange, to relocate the business signs (logos).

6. Refunds

Application fees shall not be refunded if an application for a permit is not granted or renewed.

If a facility is subsequently acquired through eminent domain, a proportional refund of the annual renewal fee shall be made based on paid up days remaining.

When business signs (logos) are out of service due to roadway construction, a proportional refund of the annual renewal fee shall be made based on non-service days. Signs shall be considered out of service if they are removed or not normally visible to the traveling public for a period exceeding fourteen (14) consecutive days. Proportional refunds for out of service signs will be made for the total number of consecutive days that exceed fourteen (14).

There shall be no refund of annual renewal fees for any motorist service business (logo) signs either temporarily or permanently removed or covered in accordance with other provisions contained herein.

7. Waivers

Upon petition the Department may authorize a waiver of any requirements if the applicant can show that:

- (a) Granting the waiver will not detract from the purposes of this policy.
- (b) The applicant will suffer a significant business disadvantage if the waiver is not granted, or that a substantial benefit to the public will be realized if the waiver is granted.
- (c) The waiver will not be contrary to any provisions of State law, or Federal laws and regulations.

A waiver delaying the time the first year's renewal fee is due may be granted by the Department upon request of the applicant if the Department considers that extenuating circumstances justify a time extension.

8. Removals

The motorist service business (logo) signs shall be removed from all motorist information panels and may be replaced by another qualified applicant for failure to comply with the provisions contained herein or as follows:

- (a) If a motorist service facility fails on three separate occasions within any one-month period to provide all of the services required by the selection criteria (Section IV. of this policy) and was so notified in writing to that effect.
- (b) If a motorist service facility fails to open for business for more than seven (7) consecutive days, or for more than ten (10) days cumulatively during any one-year period, unless the Department finds that closure for such period was beyond the control of the owner or authorized operator, or that the closure was justified by extenuating circumstances.
- (c) If a motorist service facility willfully fails to comply, after written notification, with Federal and State laws applicable to the Highway Beautification Chapter 19, Title 40, Idaho Code, and the rules promulgated thereunder.
- (d) If a motorist service business makes any false or misleading statements in the application for any permit, whether or not the same is material to or relied upon by the Department in the issuance of such permit, when such false or misleading information shall remain uncorrected after the expiration of thirty (30) days following written notification by the Department to the applicant.

If due to fire, accident, remodeling or other temporary closures, a qualified motorist service facility becomes inoperable for a period of time exceeding seven (7) days but not more than ninety (90) days, its business signs (logos) shall be temporarily removed or covered on all motorist informational panels. The facility shall not lose its priority, nor be required to reapply prior to the normal time for a renewal application. Further extension may be granted upon if good cause is shown and a written request is submitted to the Department. However, failure of the owner or authorized operator to proceed with necessary repairs as rapidly as possible shall cause loss of the right to continued placement of the business sign and require a new application.

Removed motorist business (logo) signs shall be held by the District office for pickup by the owner for a period not to exceed ninety (90) days.

9. Miscellaneous Provisions

All signs installed under these provisions must be in full compliance with Title 40, Chapter 19, Idaho Code and all other State and Federal laws and regulations.

The Department may, in carrying out the purpose of this policy, delegate to subcommittees, staff personnel, contractors, local jurisdictions or other State agencies any duties or responsibilities set forth in this policy.

Any order of the Department denying an application or waiver of criteria, or requiring the removal of a motorist service business (logo) sign in accordance with the provisions contained within this policy, may be entered administratively without a hearing, subject to the requirements of the Idaho Code and administrative and judicial review as provided therein. The Department shall notify the applicants promptly on any application or waiver denial, or decision to remove a sign pursuant to this policy.

IV. CRITERIA**1. Non-Discrimination Laws**

Upon application for motorist service business (logo) signing, individual facilities shall provide to the Department written assurance of current compliance with all applicable laws concerning the provision of public accommodation without regard to race, religion, color, age, sex, national origin or lifestyle and laws concerning the licensing and approval of motorist service facilities. All facilities shall meet legal requirements for the Americans with Disabilities Act.

2. Types of Services

Facilities desiring motorist service business (logo) signing shall be eligible subject to the following criteria:

ALL FACILITIES

No facility that restricts public use due to membership or subscription shall be approved unless other non-restrictive facilities are present and operational at the proposed interchange.

GAS

Vehicular services which shall include fuel, oil, water, and tire service meeting the following minimum requirements:

- (a) A maintained call list where full tire service is available.
- (b) Public services to include telephone, restrooms and drinking water.
- (c) Continuous operations, seven (7) days per week and sixteen (16) hours per day, or other minimums established by energy policy imposed by Federal or State authorities.

GAS COURTS

Gas courts are allowed to participate in the logo program as collective entities. For the purpose of this program, a gas court is defined as two or more facilities sharing a common service island or fuel storage. A gas court shall be evaluated for participation in the program under the criteria for gas facilities. That is, they must be within the qualifying distance and at least one facility (this could be different facilities at different times during the day) must offer all of the required services during the sixteen (16) hour period specified in the GAS criteria of this policy.

Only one individual business name or logo representing all participating gas court facilities shall be displayed. The use of the words GAS COURT on the individual business (logo) sign is not mandatory; however, the use of a name of an individual gas court facility on the individual business (logo) sign is acceptable as long as that particular facility is open during the entire time of the required operation hours and it meets all other conditions for participation. If the name of an individual gas court facility is incorporated into the individual business (logo) sign, other facilities within the group will be denied logo service signing. , all existing signs for conditionally qualified facilities shall be removed at time of renewal

FOOD

- (a) Approved and/or licensed by a State agency or political entity having jurisdiction.
- (b) Public services to include telephone and restrooms.
- (c) Minimum indoor seating for eight (8) persons.
- (d) Continuous operation to serve three (3) meals per day, seven (7) days per week. Minimum hours of continuous operation shall be 7 a.m. to 7 p.m.

FOOD COURTS

Food service businesses that apply for signing in the logo program will be required to be signed as a FOOD COURT, if two (2) or more facilities share a common seating area. A food court shall be evaluated for participation in the program under the criteria for FOOD facilities. That is, they must be within the qualifying distance from the interstate and at least one facility (this could be different vendors at different times during the day) must serve any one or all of the required meals during the twelve (12) hour period specified in the FOOD criteria of this policy.

Only one individual business name or logo representing all participating food court facilities shall be displayed. The use of the words FOOD COURT on the individual business (logo) sign is not mandatory; however, the use of a name of an individual food court facility on the individual business (logo) sign is acceptable as long as that particular facility is open during the entire time of the required operation hours and it meets all

other conditions for participation. If the name of an individual food court facility is incorporated into the individual business (logo) sign, other facilities within the group will be denied logo service signing.

LODGING

- (a) Approved and/or licensed by a State agency or political entity having jurisdiction.
- (b) A minimum of four (4) rooms of hotel or motel space each with a private bath.
- (c) A telephone available for public use.

CAMPING

- (a) Approved and/or licensed by a state agency or political entity having jurisdiction.
- (b) A minimum of fifteen (15) camping sites.
- (c) Adequate parking - at least one (1) parking space per campsite.
- (d) Public services to include telephone, restrooms, and drinking water.
- (e) Continuous operation seven (7) days per week and twenty-four (24) hours per day.

3. Conditional Qualification

If motorist business (logo) sign space for any of the above mentioned services is available, the Department may at its discretion, permit non-fully qualified businesses in the same service classification to utilize the otherwise unused spaces. The right of such non-fully qualified businesses to use logo space shall be reevaluated on an annual basis. Should the demand by facilities fully meeting the criteria increase, the fully qualified business shall be given priority.

4. Trailblazer Signs

Trailblazer sign assemblies consisting of a standard service symbol in conjunction with a directional arrow and/or mileage plate may be required along interchange crossroads and other non-fully controlled access highways in order to adequately direct motorists to those motorist service facilities not visible from either the main traveled way or interchange exit ramp. The requirement for trailblazer signs shall be determined by the Department. Notwithstanding, the fact that a business or attraction meets all of the eligibility requirements of this policy, an application may be denied by the Department if it is determined that adequate direction to the business or attraction cannot be given by a maximum of three (3) trailblazer signs or their location does not adequately direct the motorist to the facility.

Trailblazer signs shall be installed before motorist business (logo) signs are placed on interstate motorist information or supplemental ramp panels.

On roads for which the Department has responsibility, trailblazer signs shall be fabricated and installed by the Department. The permittee shall be responsible for all fabrication and installation costs (see Section III. ADMINISTRATION of this policy).

When trailblazer signs are required along highways that are not part of the State highway system, it will be the applicant's responsibility to have these signs installed by the party or agency authorized to install and maintain such signs. The applicant shall contact the Department once these signs have been installed.

5. Criteria Violations

The Department shall have the authority to remove or cover any non-conforming individual business (logos) signs. Continued violation of the above criteria shall be the basis for rejecting any request for renewal of signing.

If signs are removed under the above stipulations, any paid up rental fees will be non-refundable and the applicable permit canceled.

The Department may elect to grant conditional approval when a facility fails to meet all of the criteria under this policy. If at any time a fully qualified business, meeting all criteria as set forth in this policy, applies for signing on an existing motorist information panel upon which there is a sign to a facility that has been granted conditional approval, and there is no other space available, signs for the conditionally approved facility will be removed to make space for a fully qualified business. Removal will be based on the last non-fully qualified motorist business (logo) signs installed to be removed first and removal will occur on the renewal date. When two or more motorist business (logo) signs are eligible for removal under these conditions, final determination by the Department will be based on the facility's hours of operation and available services.

V. LOCATION

1. Lateral Location

The specific location of motorist information panels shall be determined by the Department. Motorist information panels should be located outside of other required highway signing so as to take advantage of natural terrain, to have the least impact on the scenic environment, and to avoid visual conflict with other signs within the highway right-of-way. Unprotected sign panel supports located within the clear zone shall be of a breakaway design.

2. Relationship to Interchange

Motorist information panels shall not be erected less than 240 meters (800 ft) in advance of the interchange exit direction sign. When possible, a minimum spacing of 240 meters (800 ft) should be maintained between successive motorist information panels along the main traveled way. The motorist information panels shall be installed with “Gas” being the closest to the interchange or ramp terminal, followed by “Food”, “Lodging”, and “Camping”, in that order. In the event there is insufficient space between interchanges to accommodate separate information panels for each service type, combination panels in accordance with Section VI.1. shall be permitted.

3. Interstate Re-entry

Motorist information panels shall not be erected at an interchange where an interstate exit ramp is provided but no interchange entrance ramp exists at that interchange, unless signing at such a location provides the best motorist guidance, reduces the potential for driver confusion, reduces the need for trailblazer signing, and is advantageous due to the lack of available signing distance between interchanges. The Department shall make the final determination.

4. Exit Ramps

Motorist service information shown on motorist information panels shall be repeated on signs located along the interchange ramps where the facilities are not visible to approaching traffic from either the main traveled way or interchange exit ramp terminal. All determinations on visibility relative to placement of supplemental ramp panels shall be made by the Department. When possible, a minimum spacing of 60 meters (200 ft) should be maintained between the signs installed along the interchange ramps.

5. Distance from Interchange

Motorist service information panels should be erected for those facilities located within 4.8 km (3 road miles) of the interchange. The distance shall be measured from the center point of the terminus of the exit ramp to the nearest point of intersection with the facility approach and a public highway. If an insufficient number of qualified motorist service facilities exist within the three mile limit, successive 4.8 km (3 mile) increments will be considered. Any motorist service located more than 24 km (15 road miles) from the interchange does not qualify for signing.

Those motorist service facilities located greater than 4.8 km (3 road miles) from an interchange previously approved for logo sign placement will become conditionally qualified when fully qualified facilities providing similar services within the first 4.8 km (3 road miles) becomes apparent. If the existing motorist information panel is fully used (a maximum of six logos), the requesting fully qualified business located within the first 4.8 km (3 mile) increment shall be placed on an active waiting list. The order of the waiting list shall be determined by the individual date of application approval. The qualified motorist facility shall be considered for signing when existing signed motorist businesses are being reviewed for logo sign renewal. At this time, all existing signed motorist facilities located greater than 4.8 km (3 road miles) from the interchange shall be reevaluated based on their respective distance from the interchange and whether each facility meets all of the criteria under Section IV. CRITERIA of this policy. Those facilities located farthest from an interchange and/or not meeting all of the criteria of Section IV.CRITERIA shall be notified that their placement on the motorist information panel is being discontinued.

6. Trailblazer Signs

All trailblazer signs placed on roads for which the Department has responsibility shall be placed at locations determined by the Department. Locations of trailblazer signs placed on roads for which the Department has no responsibility shall be determined by the jurisdiction having responsibility for the road or by others who have been granted authorization in writing to install and maintain these signs. Refer to Section IV.4. Trailblazer Signs of this policy.

VI. SIGN DESIGN

1. Motorist Information Panels

The motorist information panels shall not exceed one (1) panel per service type per approach to an interchange. The panels will indicate the interchange exit number(s), if applicable, the type(s) of service, and will provide space for separately attached motorist business (logo) signs.

Type	Legend	Hwy Type	No. of Logos	Panel Size (width x height)	Logo Size (width x height)
<u>Single</u> <u>Exit</u> <u>Information</u> <u>Panel</u>	GAS	Interstate	6	3962 x 3962 mm (13' x 13')	1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING	Interstate	6	3962 x 3962 mm (13' x 13')	1524 x 914 mm (60" x 36")
	GAS	US-20	6	3962 x 4267 mm (13' x 14')	1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING	US-20	6	3962 x 4267 mm (13' x 14')	1524 x 914 mm (60" x 36")
	GAS	Interstate	4	3962 x 3048 mm (13' x 10')	1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING	Interstate	4	3962 x 3048 mm (13' x 10')	1524 x 914 mm (60" x 36")
	GAS	US-20	4	3962 x 3353 mm (13' x 11')	1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING	US-20	4	3962 x 3353 mm (13' x 11')	1524 x 914 mm (60" x 36")
	GAS	Interstate	2	3962 x 1829 mm (13' x 6')	1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING	Interstate	2	3962 x 1829 mm (13' x 6')	1524 x 914 mm (60" x 36")
	GAS	US-20	2	3962 x 2438 mm (13' x 8')	1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING	US-20	2	3962 x 2438 mm (13' x 8')	1524 x 914 mm (60" x 36")
<u>Combination</u> <u>Exit</u> <u>Information</u> <u>Panel</u>	GAS	Interstate	3 ea exit	4572 x 3658 mm (15' x 12')	1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING	Interstate	3 ea exit	5486 x 3658 mm (18' x 12')	1524 x 914 mm (60" x 36")
	GAS	Interstate	2 ea exit	3962 x 3658 mm (13' x 12')	1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING	Interstate	2 ea exit	5486 x 3658 mm (18' x 12')	1524 x 914 mm (60" x 36")

Motorist business (logo) signs shall be arranged on a motorist information panel in either one, two or three horizontal rows with a maximum of six (6) logo signs on any one motorist information panel. Physical or environmental restrictions, as determined by the Department, may restrict the motorist information panel size. Motorist service business (logos) signs shall be placed on a motorist information panel as determined by the date of application approval, from left to right, beginning with the top row.

The service legend “GAS”, “FOOD”, “LODGING”, or “CAMPING”, and directional information on the motorist information panel shall not be less than 254 mm (10 inch) capital letters. All sign panels shall have a border of appropriate width for the panel size.

Where there is insufficient space between two (2) interchange ramps for motorist information panels, combination motorist information panels may be installed.

Combination motorist information panels may also be permitted where there is an insufficient number of qualified businesses to warrant the use of separate motorist information panels for Gas, Food, Lodging, or Camping.

A maximum of three (3) motorist business (logos) signs may appear below each respective service or ramp designation. Preferred combinations are GAS-FOOD and LODGING-CAMPING. Other combinations may be used when all four services are not likely to be signed.

When the number of motorist service facilities signed at an interchange is increased to more than three (3) for one or more service type and when space for separate motorist information panels can be accommodated, the existing combination service logo signing must be removed and replaced with motorist information panels dedicated to each service type. When space for separate motorist information panels cannot be accommodated, signing for three (3) facilities per service type shall be the maximum allowed.

Type	Legend	Hwy Type	No. of Logos	Panel Size (width x height)	Logo Size (width x height)
<u>Combination</u> <u>Information</u> <u>Panel</u>	Any Combination:	Interstate	3 each	3962 x 4267 mm (13' x 14')	
	GAS				1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING				1524 x 914 mm (60" x 36")
	Any Combination:	US-20	3 each	3962 x 4267 mm (13' x 14')	
	GAS				1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING				1524 x 914 mm (60" x 36")
	Any Combination:	Interstate	2 each	3962 x 3353 mm (13' x 11')	
	GAS				1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING				1524 x 914 mm (60" x 36")
	Any Combination:	US-20	2 each	3962 x 3353 mm (13' x 11')	
	GAS				1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING				1524 x 914 mm (60" x 36")
	Any Combination:	Interstate	1 each	3962 x 2134 mm (13' x 7')	
	GAS				1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING				1524 x 914 mm (60" x 36")
	Any Combination:	US-20	1 each	3962 x 2438 mm (13' x 8')	
	GAS				1219 x 914 mm (48" x 36")
	FOOD, LODGING, CAMPING				1524 x 914 mm (60" x 36")

2. Supplemental Ramp Panels

Supplemental ramp panels for qualified motorist businesses are required on the off-ramps when such facilities are not visible to approaching traffic from either the main traveled way or exit ramp terminal. They may be placed on multiple lane interchange ramps as determined by the Department. In addition, appropriate trailblazer sign assemblies consisting of standard symbol signs may be required along the crossroads to adequately direct motorists to the respective motorist service facilities. See Section IV.4. Trailblazer Signs of this policy.

If a qualified motorist service business is visible to approaching traffic from the main traveled way or the exit ramp it shall not be entitled to apply for signing on a supplemental ramp panel, unless such is determined by the Department to be necessary to direct the traveling public to such qualified motorist service business in order to: a) avoid a hazard, and/or b) prevent misdirection of the traveling public because of the complexities of the particular interchange.

Each supplemental ramp panel shall bear the appropriate legend “GAS”, “FOOD”, “LODGING”, or “CAMPING”, the business logo sign(s), the appropriate directional arrow, and mileage to the nearest 400 m (1/4 mile). A combination of up to two (2) service types may be included on a supplemental ramp panel assembly. A maximum of six (6) directional business logo signs will be permitted per single service assembly, and a maximum of three (3) directional business logo signs will be permitted per combination assembly. The arrangement of the directional business logo signs on the supplemental ramp panel assembly shall be as determined by the Department using standard directional signing practices.

3. Individual Business Signs

Individual business signs (logos) shall be separately attached to the motorist information panels and shall show name, brand, identification symbol or trademark, or a combination thereof for the gas, food, lodging or camping facilities located at, or conveniently accessible from the interchange. Nationally, regionally, or locally known commercial symbols or trademarks shall be used when applicable. The brand or trademark identification symbol used shall be reproduced with the colors and general shape consistent with customary use.

Where a symbol or trademark is used on the business sign, it shall occupy a minimum of fifty percent (50%) of the available sign space. Any legend on the symbol or trademark shall be in proportion to the size consistent with customary use. The business sign should have a border in the size specified, unless symbols or trademarks are used exclusively, then the border may be omitted. All additional legend shall meet minimum standards.

Any messages, trademarks or symbols that imitate, resemble, or interfere with any official warning or regulatory traffic sign, signal, or device shall not be permitted.

The size (width x height) of motorist service business (logo) signs shall be as follows for the appropriate installations:

Type	Service	Logo Sign	Legend Size	Border
<u>Motorist Information Panel</u>				
	GAS	1219 x 914 mm (48" x 36")	Variable size, 254 mm (10") series minimum	19 mm (3/4")
	FOOD	1524 x 914 mm (60" x 36")	"	19 mm (3/4")
	LODGING	1524 x 914 mm (60" x 36")	"	19 mm (3/4")
	CAMPING	1524 x 914 mm (60" x 36")	"	19 mm (3/4")
<u>Supplemental Ramp Panel</u>				
	GAS	610 x 457 mm (24" x 18")	Variable size, 102 mm (4") series minimum	13 mm (1/2")
	FOOD	762 x 457 mm (30" x 18")	"	13 mm (1/2")
	LODGING	762 x 457 mm (30" x 18")	"	13 mm (1/2")
	CAMPING	762 x 457 mm (30" x 18")	"	13 mm (1/2")

4. Color, Retroreflectorization

Motorist information panels shall have Type III (high intensity) white retroreflectorized symbols, arrows and borders on a Type I (engineering grade) blue retroreflectorized background conforming to ASTM D 4956 and meeting the Interstate color standards and the MUTCD, latest edition, for D9 series service signs.

Supplemental ramp panels and trailblazer signs shall have Type I (engineering grade) white retroreflectorized symbols, arrows and borders on a Type I blue retroreflectorized background conforming to ASTM D 4956 and meeting the Interstate color standards and the MUTCD for D9 series service signs.

Business signs (logos) shall have retroreflective sheeting, **WITH THE EXCEPTION OF OPAQUE BLACK**, conforming to ASTM D 4956, Type I (engineering grade) or Type II (super engineering grade).

Business signs (logos) shall be fabricated from 2 mm (0.063 inch) minimum finished flat aluminum sheeting, conforming to ASTM B 209, Alloy 6061-T6, or 5052-H38, with an alodine 1200 finish or other metal preparation approved by the manufacturer of the

retroreflective sheeting to be used and have corner radii as follows: 610 mm x 457 mm (24" x 18") and 762 mm x 457 mm (30" x 18") signs have a 38 mm (1 ½ inch) radius; 1219 mm x 914 mm (48" x 36") and 1524 mm x 914 mm (60" x 36") signs have a 76 mm (3 inch) radius.

The signs shall not have pre-drilled or punched mounting holes.

5. Supports

All decisions relative to sign support design shall be made by the Department. The supports for all signs installed under the provisions of this policy shall be designed to support the planned sign panels considering appropriate external forces and breakaway sign support requirements.

VII. INSTALLATION AND MAINTENANCE

1. Applications

The motorist information panels and appropriate supplemental ramp panels shall only be installed at those interchanges where a request for signing has been made, appropriate applications approved, and applicable fees paid.

The Department shall design the appropriate motorist information panels, supplemental ramp panels and trailblazer signs for those motorist service business facilities that have been approved for sign installation on the State highway system. Reasonable provisions will be made for future individual motorist business (logo) signs, subject to maximum limitations. The Department may elect to furnish, erect, and maintain the motorist information panels at specified locations; or it may agree or contract with any city, county, or other governmental agency of this State, or with an independent contractor, to erect and maintain such panels.

2. Installation

All individual motorist service business (logos) signs shall be furnished by the applicant to the appropriate District Traffic office for installation on the motorist information panels and supplemental ramp panels.

All required trailblazer signs to be placed off the State highway system shall be furnished by the applicant to the jurisdiction having responsibility for that roadway or to whomever has been granted authorization in writing to install and maintain these signs for installation on the appropriate highway. The permittee shall contact the Department upon installation of these signs.

Trailblazer signs shall be installed before motorist service business (logo) signs are placed on interstate motorist information panels or supplemental ramp panels.

Installation of individual motorist business (logo) signs will normally be accomplished within thirty (30) days of receipt of the signs by the Department. When a motorist service business fails to furnish its business signs (logos) within ninety (90) days of the final approval date shown on the application, the applicant will be notified in writing by the appropriate District office that the application will be automatically voided without refund, and the space may be made available to other applicants. If a written request is received from the applicant prior to the ninety (90) day limit, an extension of time may be granted by the District; however, the rental fee shall commence on the 90th day.

Motorist information panels, supplemental ramp panels and trailblazer signs on the State highway system shall be maintained by the Department, or provisions may be made for contract maintenance at no additional cost to the applicant. The Department shall not be responsible for any missing, vandalized or damaged individual business signs. If

individual business signs are vandalized, stolen, weathered, or otherwise damaged beyond reasonable appearance the District office will notify the facility in writing.

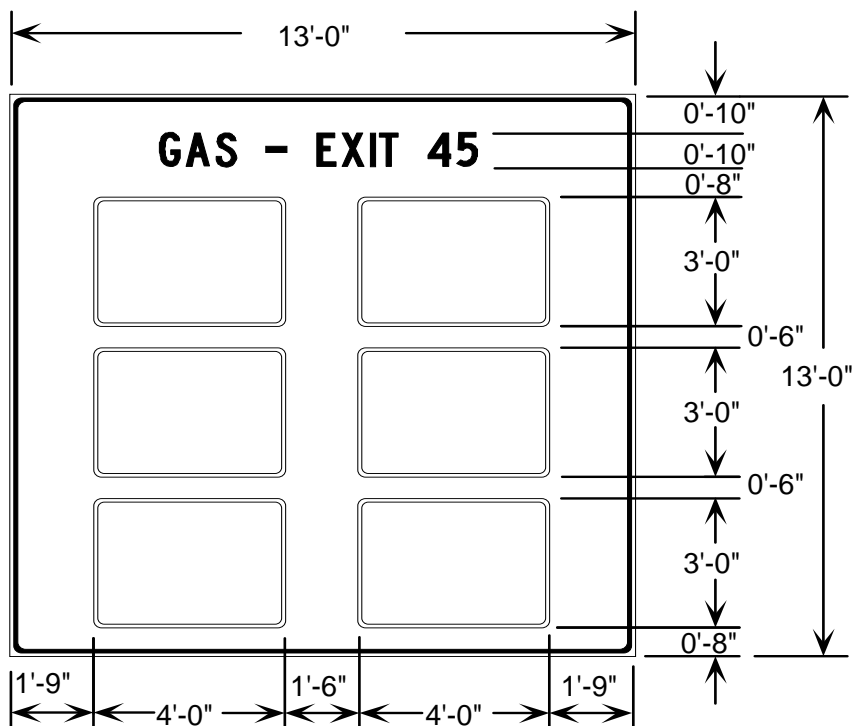
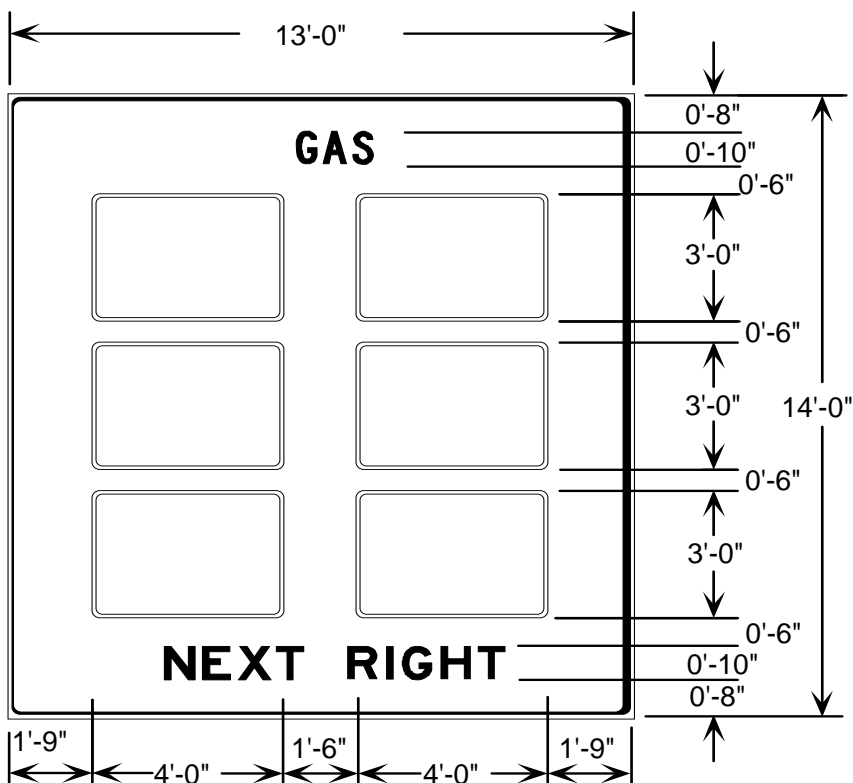
Replacement individual business (logo) signs shall be furnished to the Department for reinstallation on the motorist information panels. A fee of fifty (\$50) dollars for each sign, one hundred (\$100) dollars maximum, per interchange shall be charged by the Department to install replacement business signs.

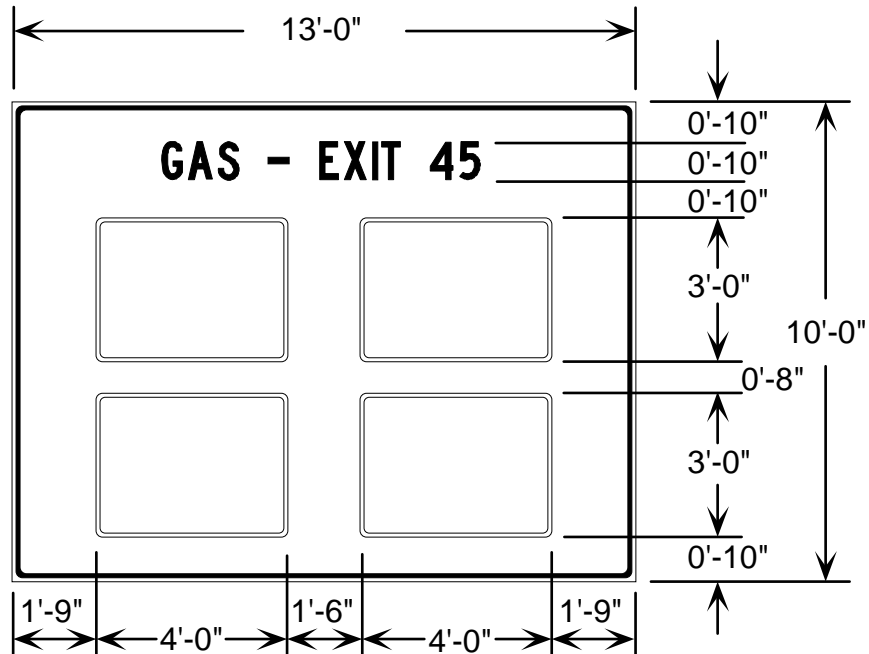
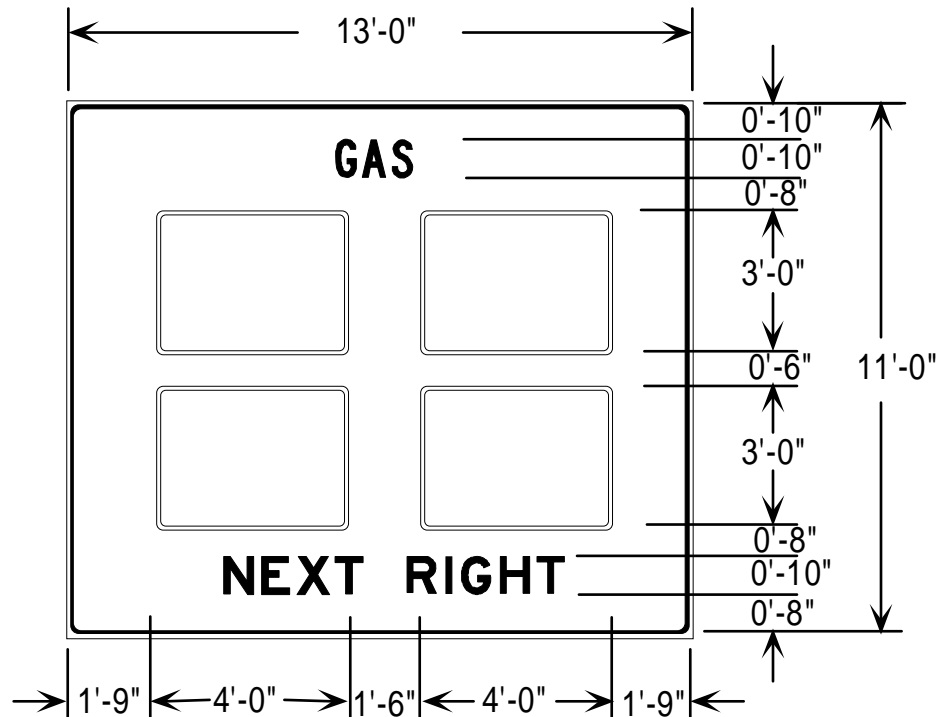
3. Relocation

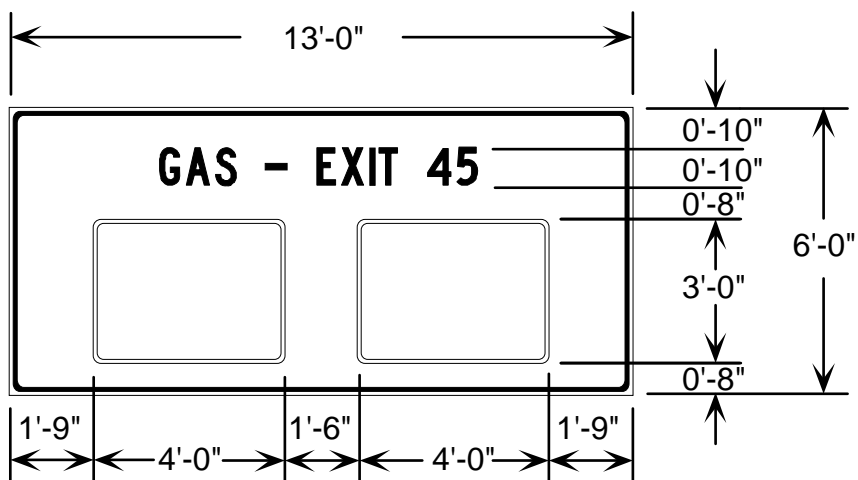
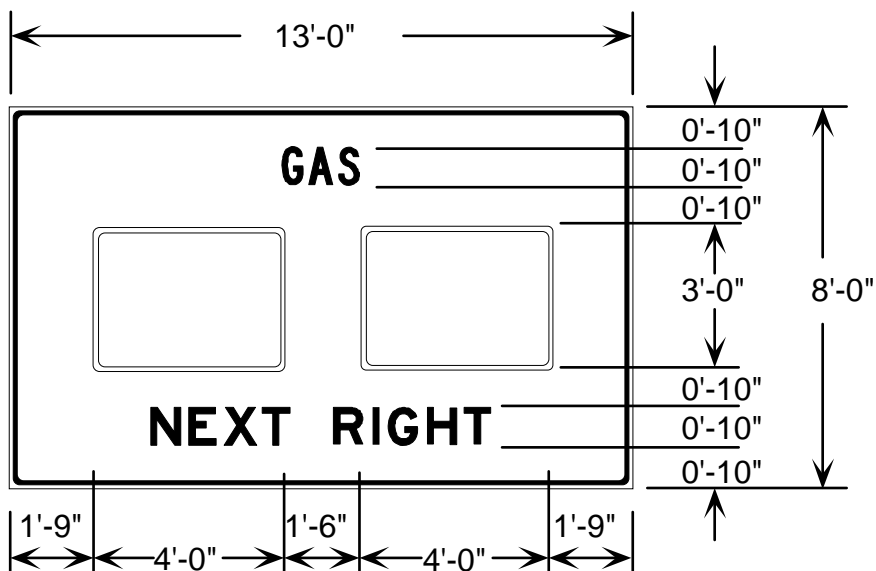
Any facility requesting a relocation of individual business (logo) signs to a different interchange shall be required to submit a new application and pay the applicable fees. The Department shall make the final determination regarding the relocation based upon the same qualification requirements required for a new application. Refer to section III.5. Relocations of this policy.

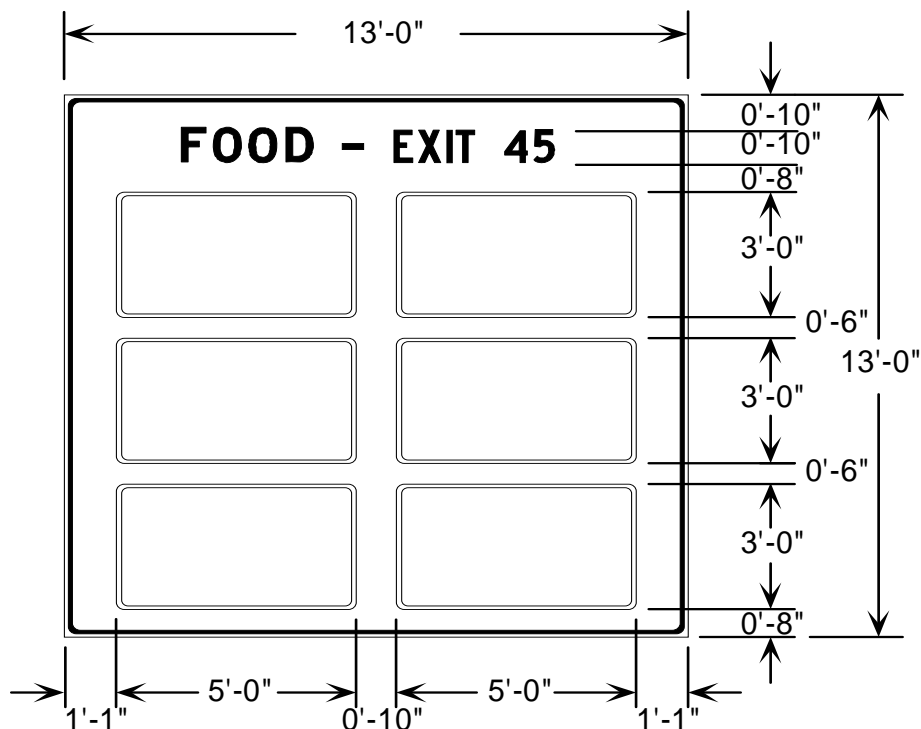
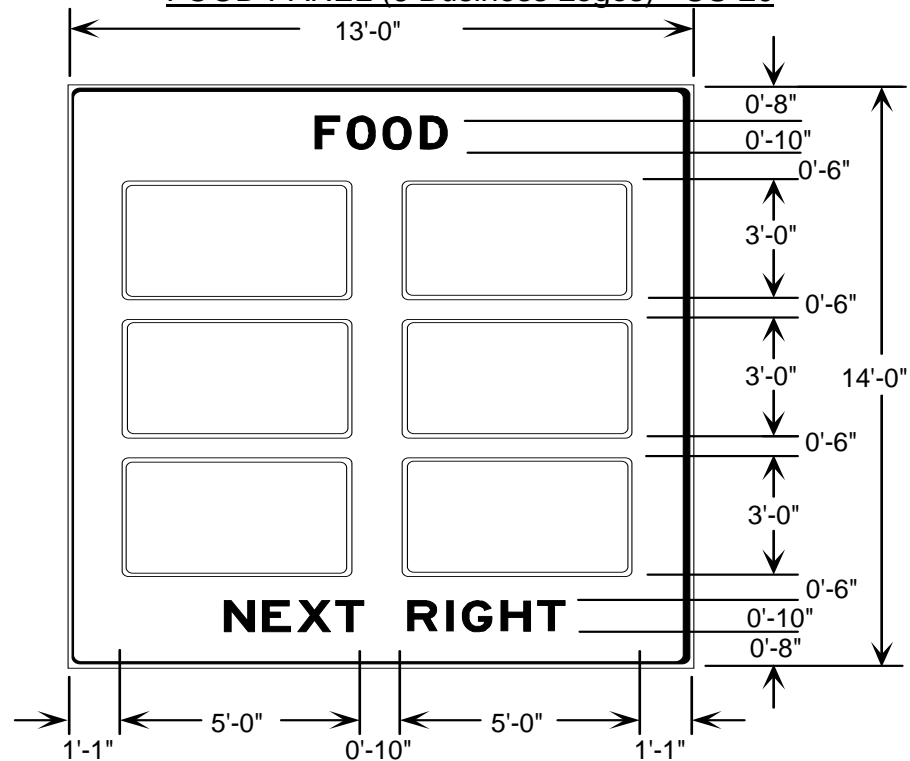
4. Maintenance

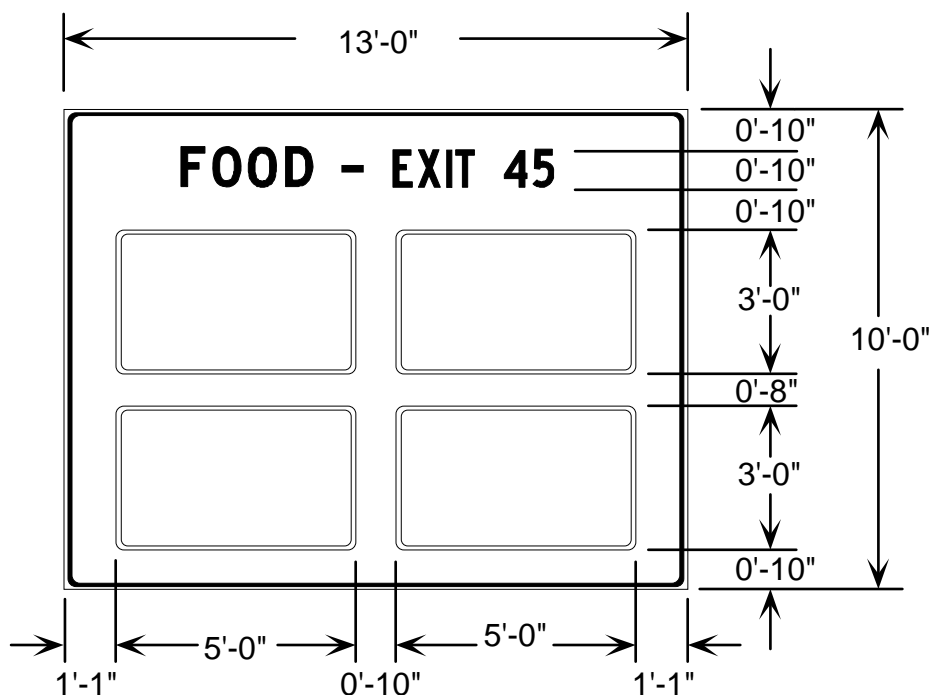
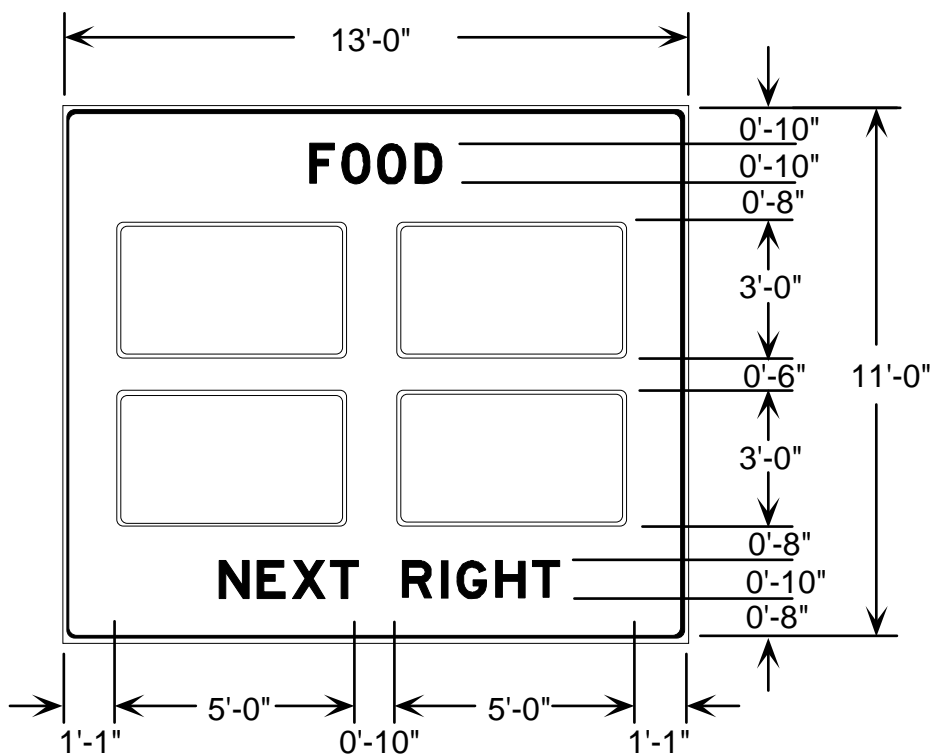
Reasonable effort will be made by the Department to maintain individual motorist business (logo) signs free of dirt, snow and ice; however, the priority of maintenance of such signs shall fall after the maintenance of all other highway signs. The Department shall not be held liable for damage to individual motorist business (logo) signs as a result of normal maintenance activities, road hazards or environmental conditions.

MOTORIST INFORMATION PANEL**GAS PANEL (6 Business Logos) - Interstate****GAS PANEL (6 Business Logos) - US-20**

MOTORIST INFORMATION PANELGAS PANEL (4 Business Logos) - InterstateGAS PANEL (4 Business Logos) - US-20

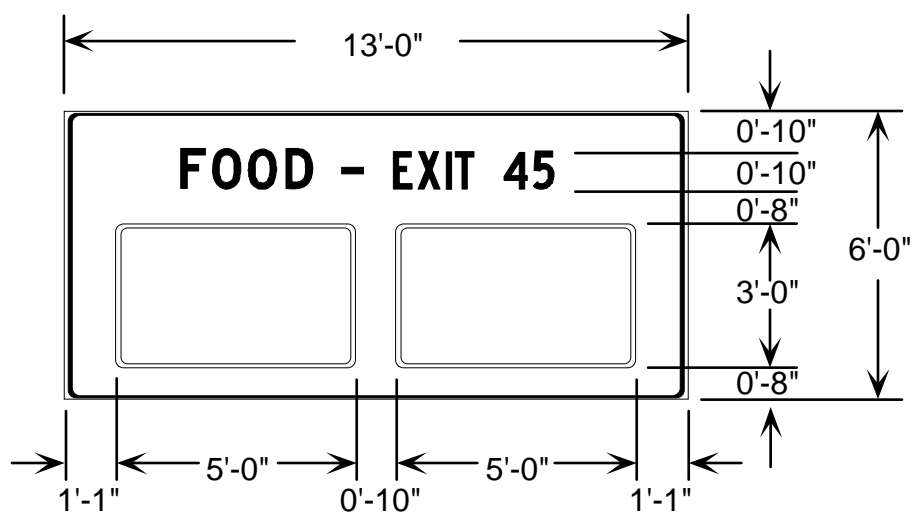
MOTORIST INFORMATION PANELGAS PANEL (2 Business Logos) - InterstateGAS PANEL (2 Business Logos) - US-20

MOTORIST INFORMATION PANEL**FOOD PANEL (6 Business Logos) - Interstate****FOOD PANEL (6 Business Logos) - US-20****MOTORIST INFORMATION PANEL**

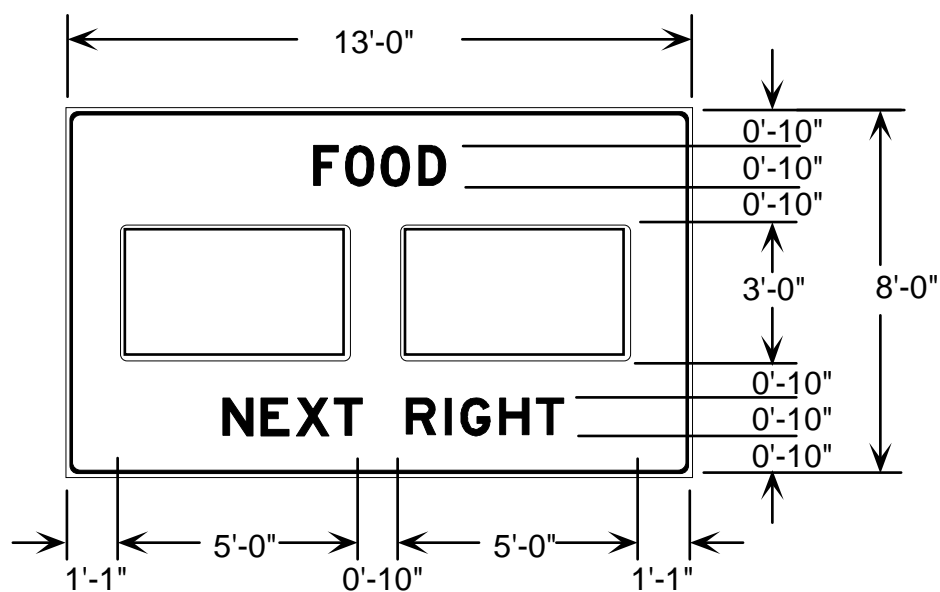
FOOD PANEL (4 Business Logos) - InterstateFOOD PANEL (4 Business Logos) - US-20

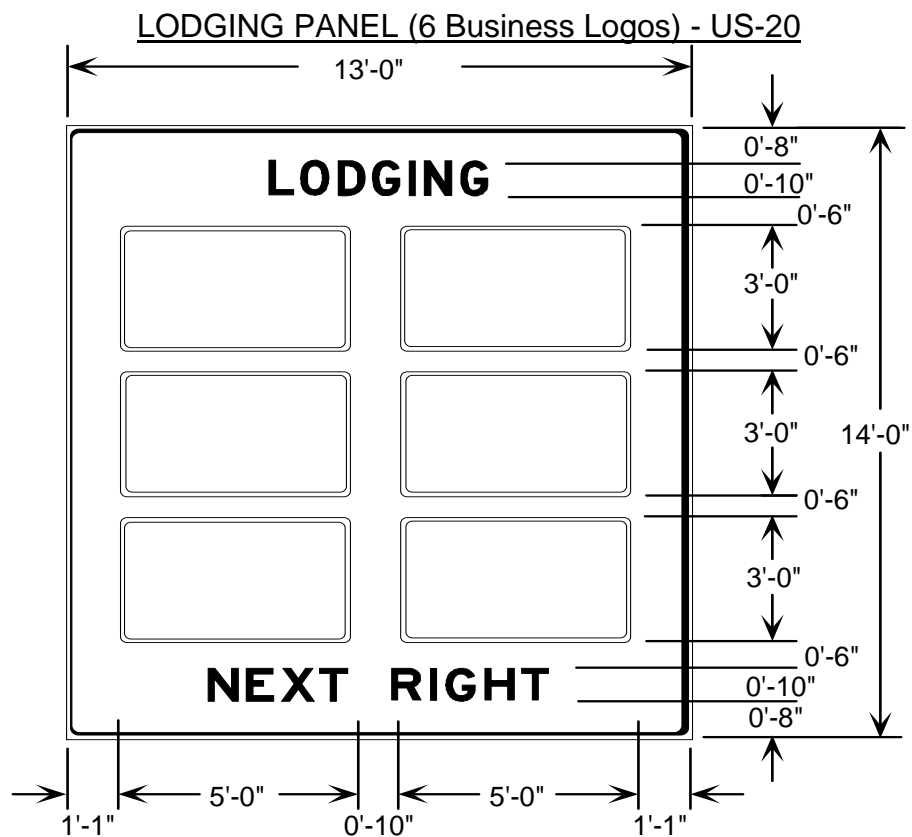
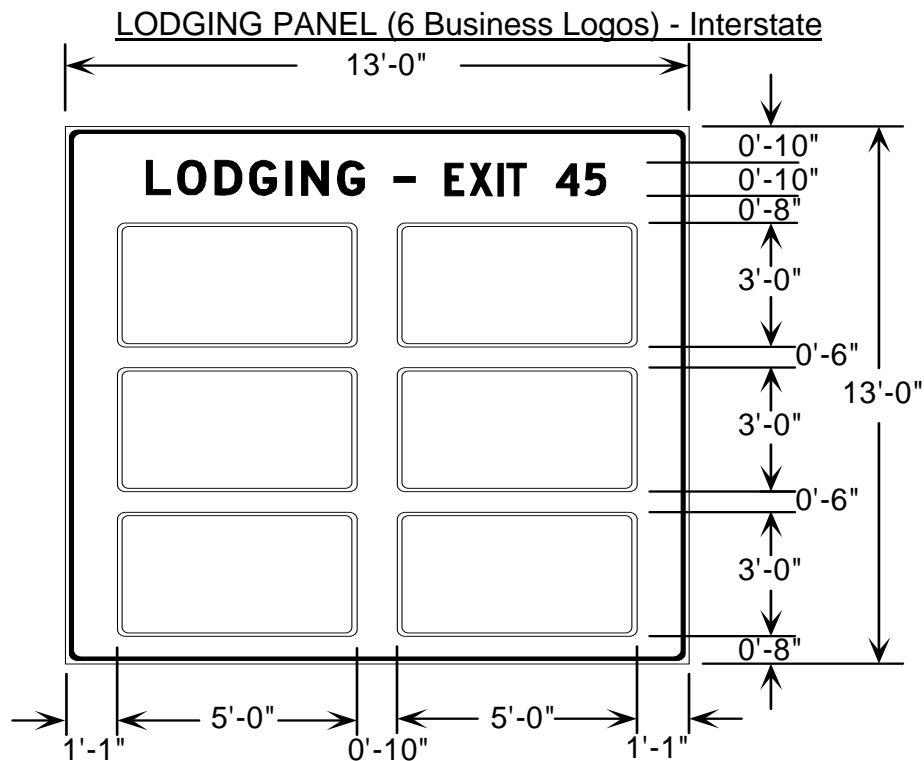
MOTORIST INFORMATION PANEL

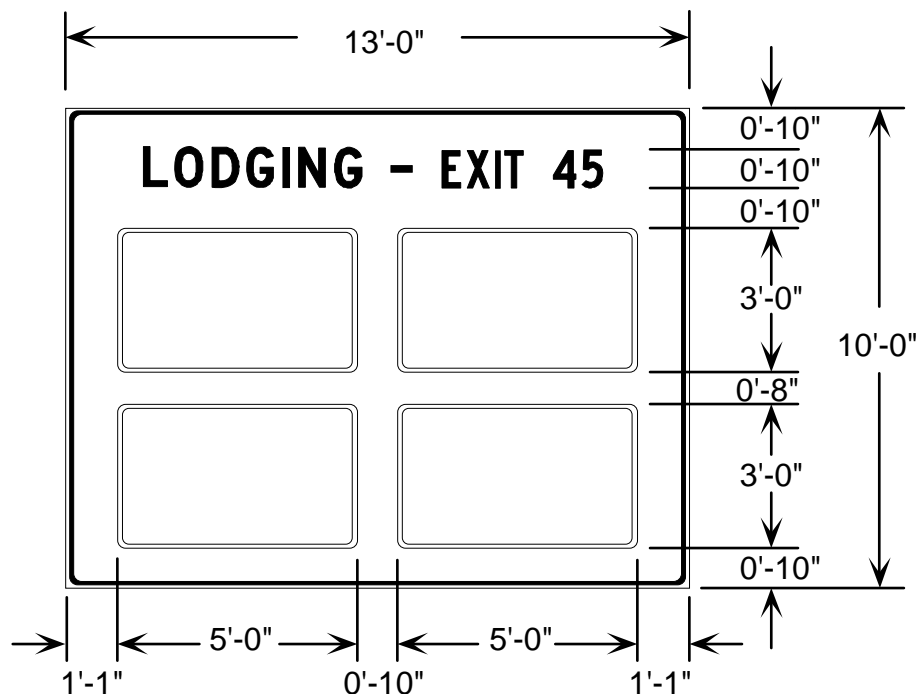
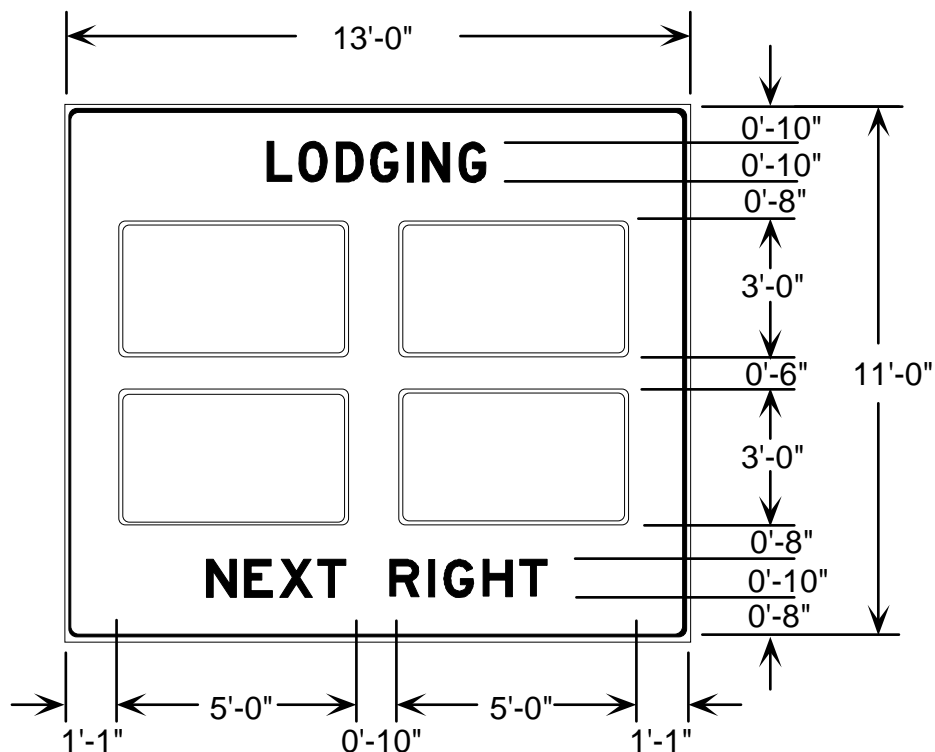
FOOD PANEL (2 Business Logos) - Interstate



FOOD PANEL (2 Business Logos) - US-20

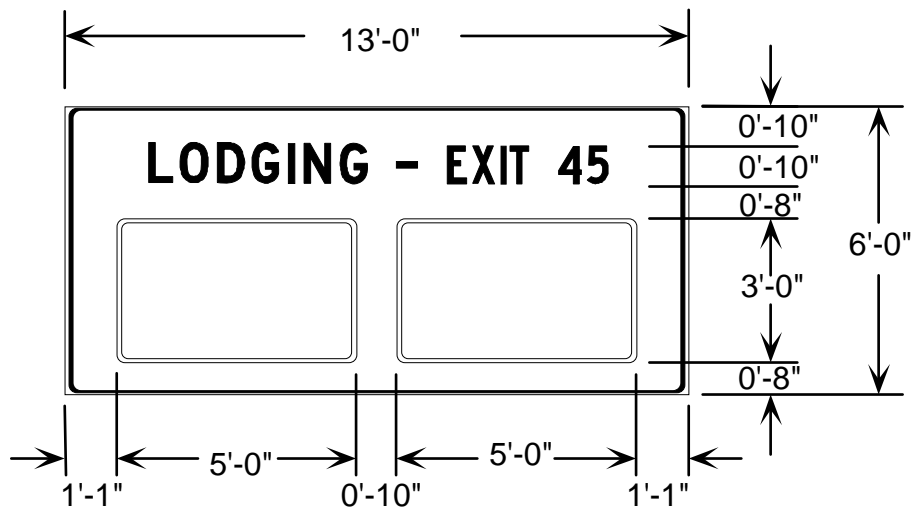


MOTORIST INFORMATION PANEL

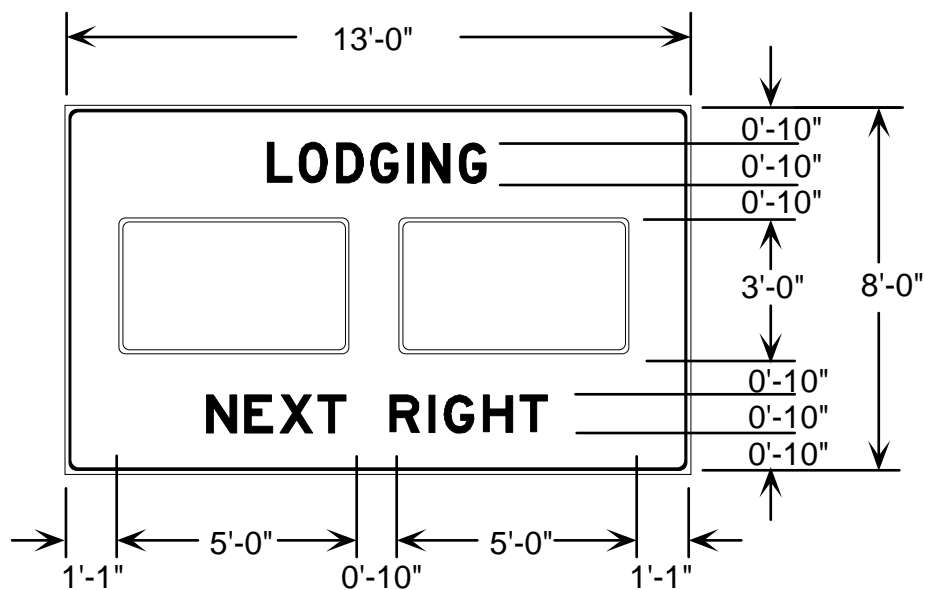
MOTORIST INFORMATION PANEL**LODGING PANEL (4 Business Logos) - Interstate****LODGING PANEL (4 Business Logos) - US-20**

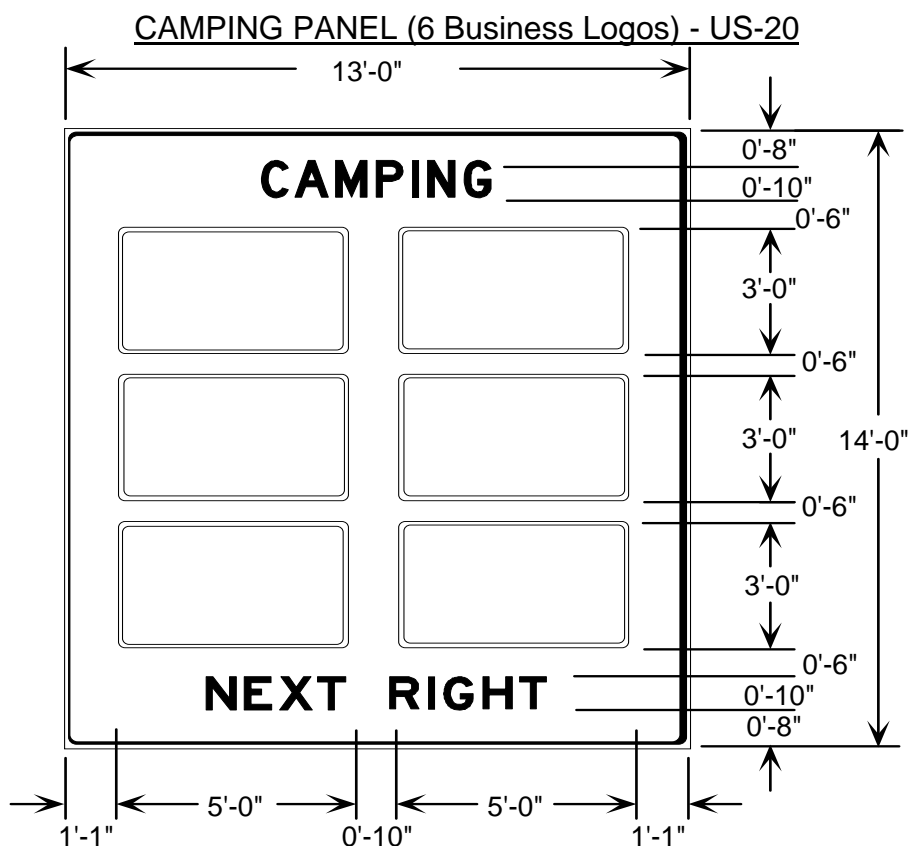
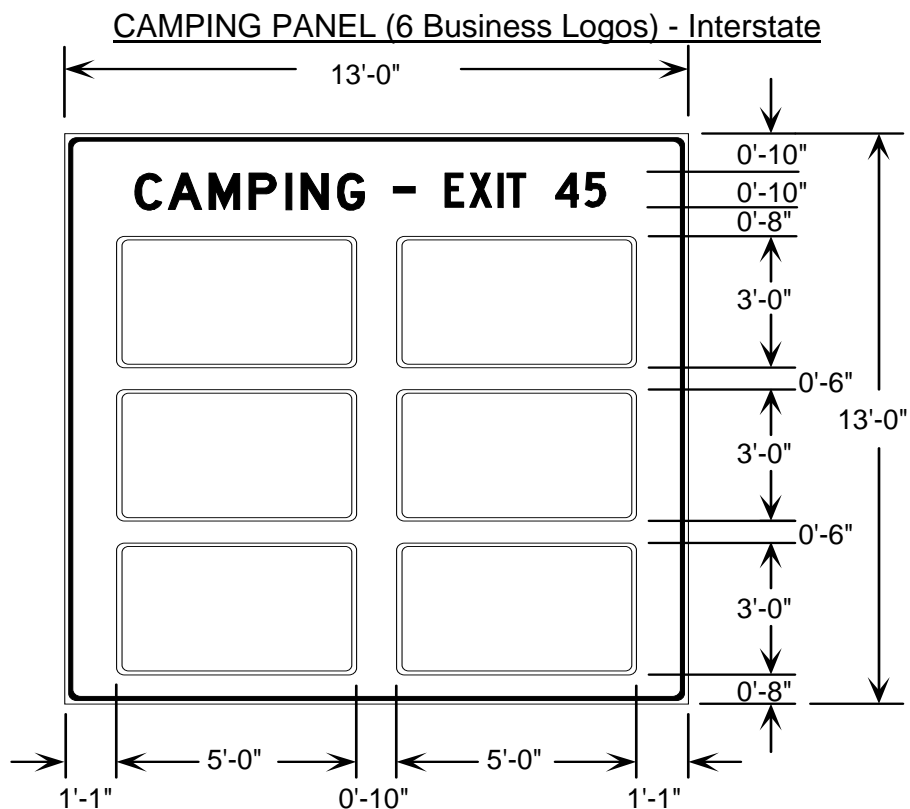
MOTORIST INFORMATION PANEL

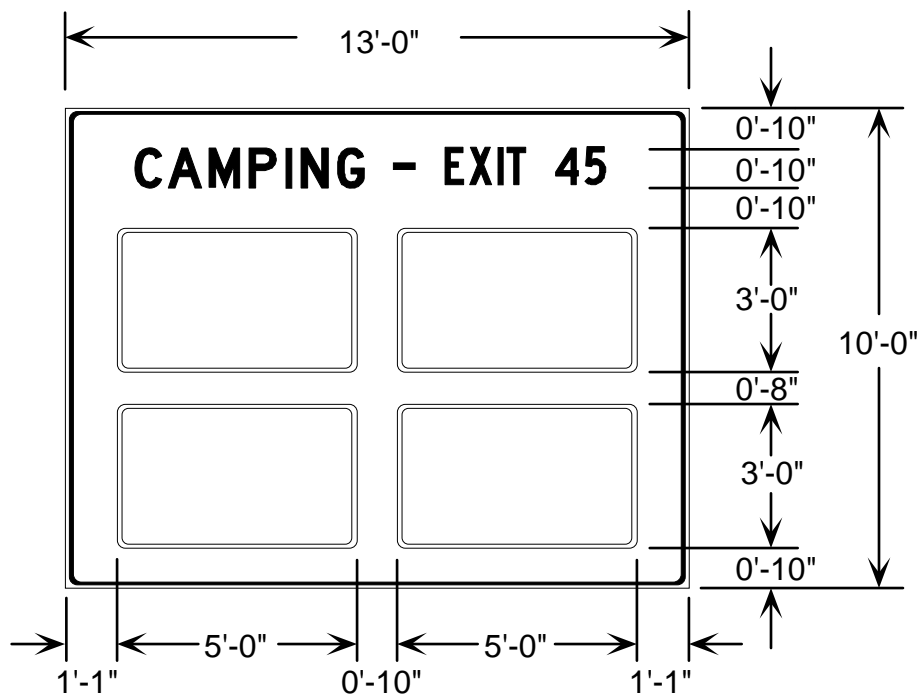
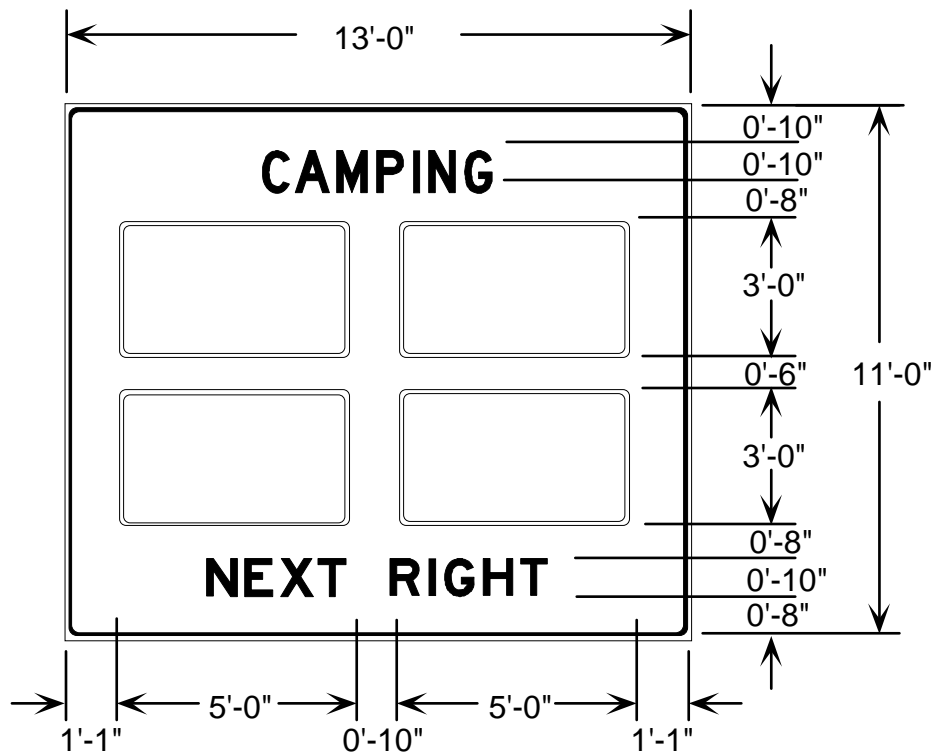
LODGING PANEL (2 Business Logos) - Interstate

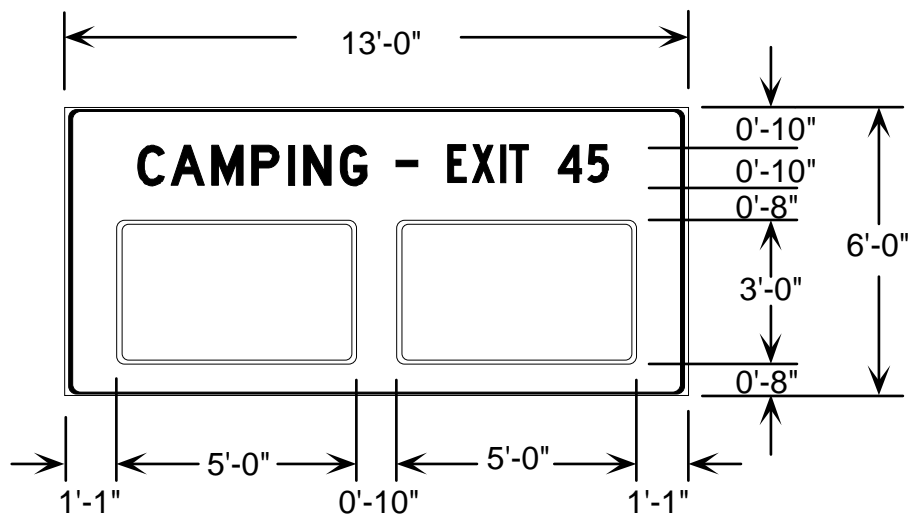
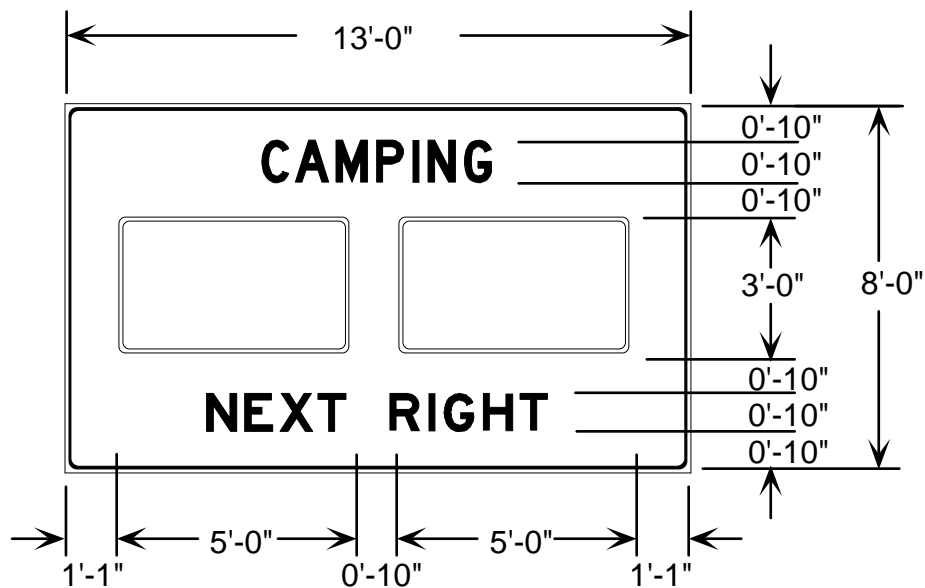


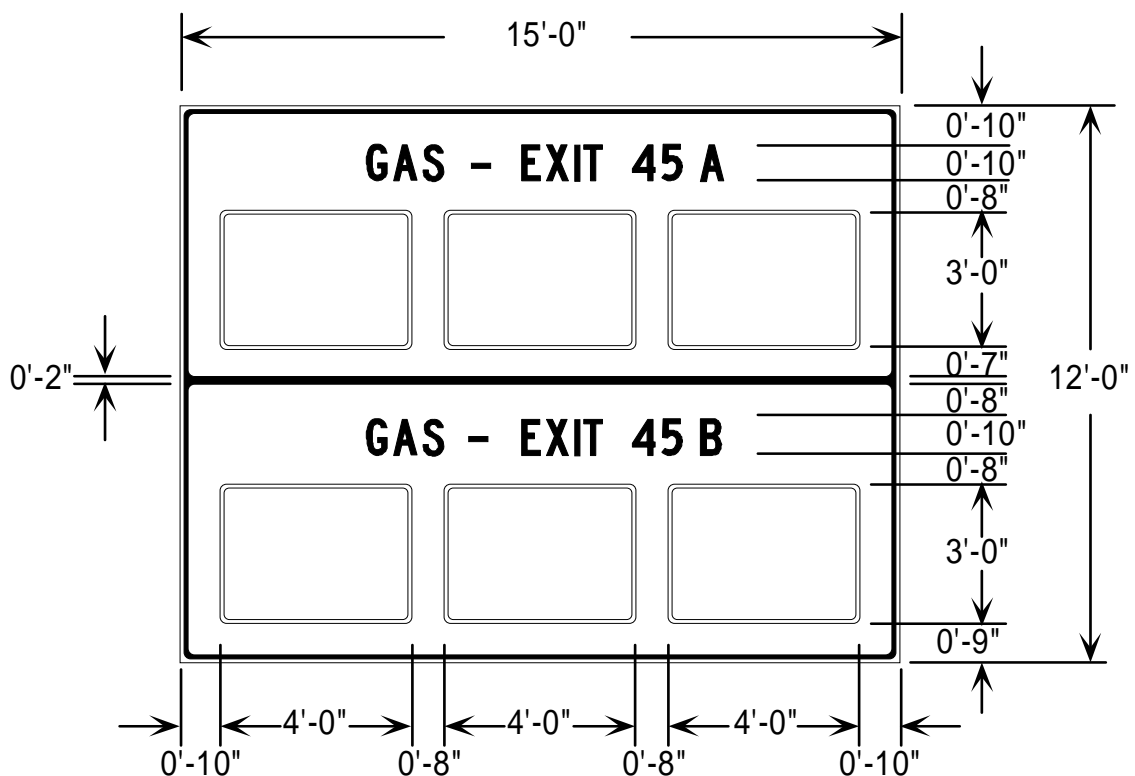
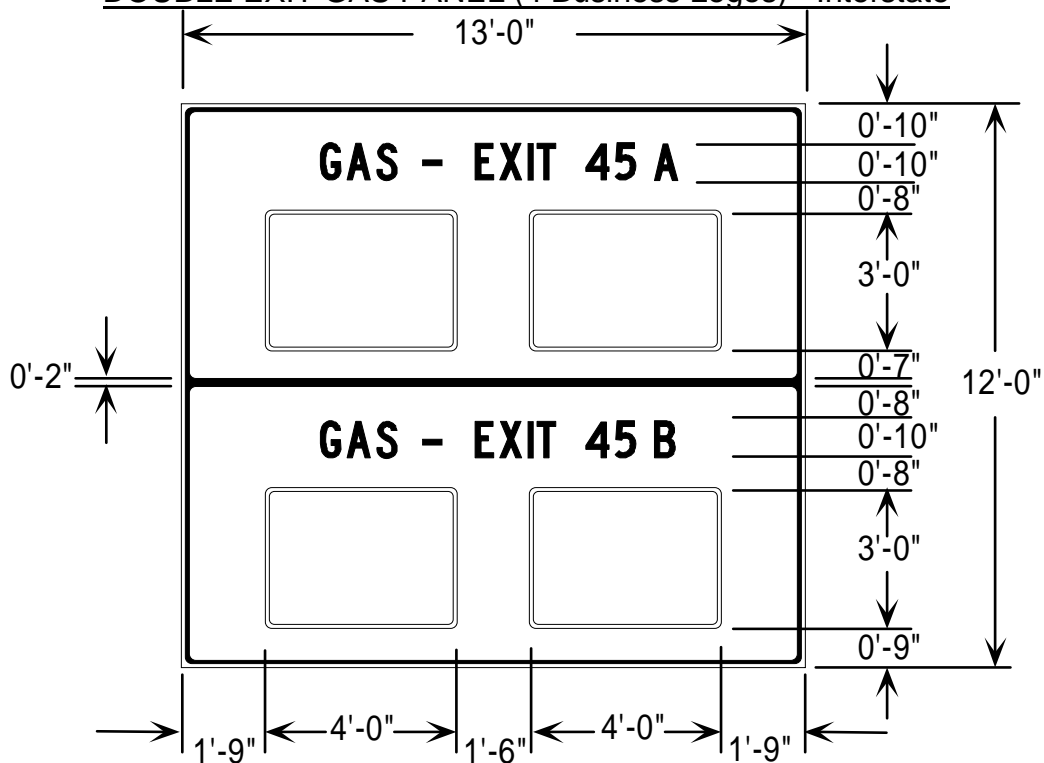
LODGING PANEL (2 Business Logos) - US-20

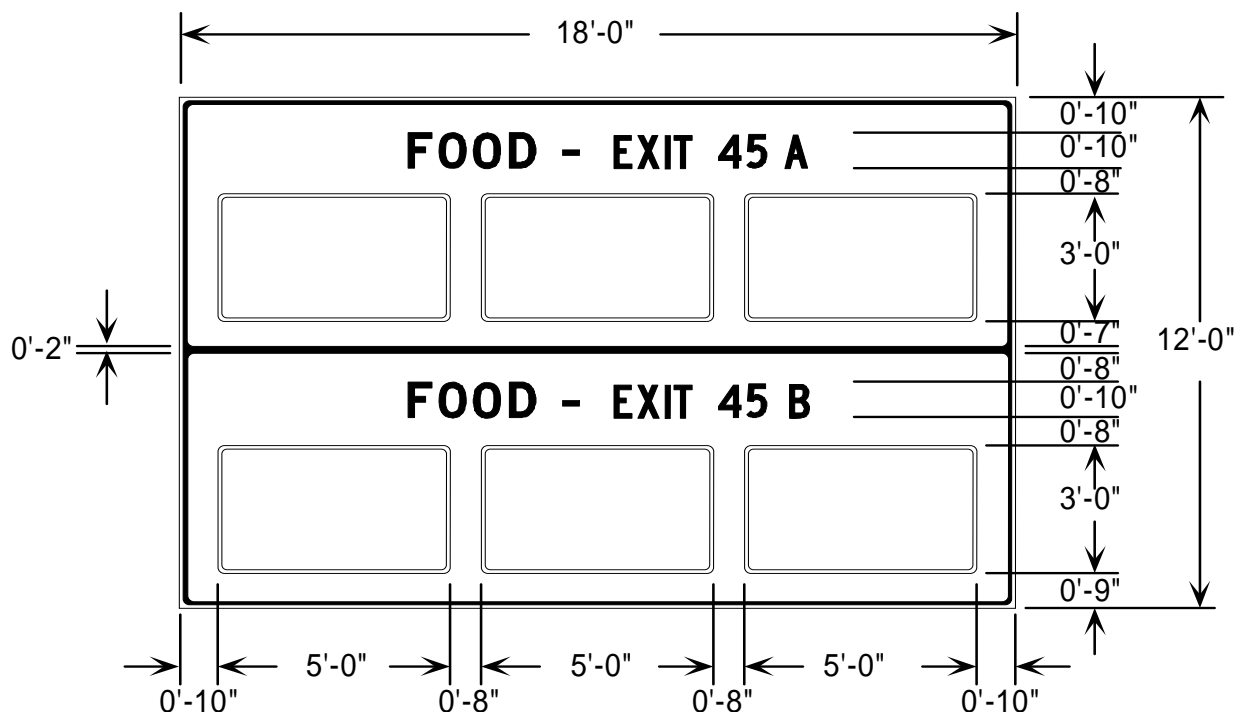
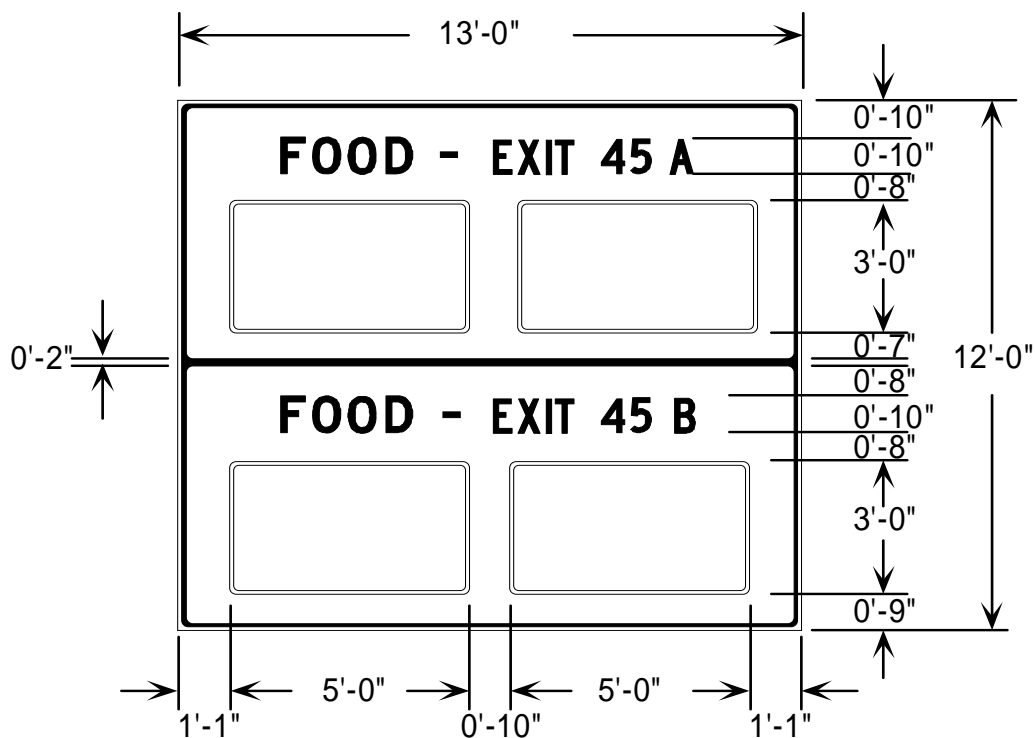


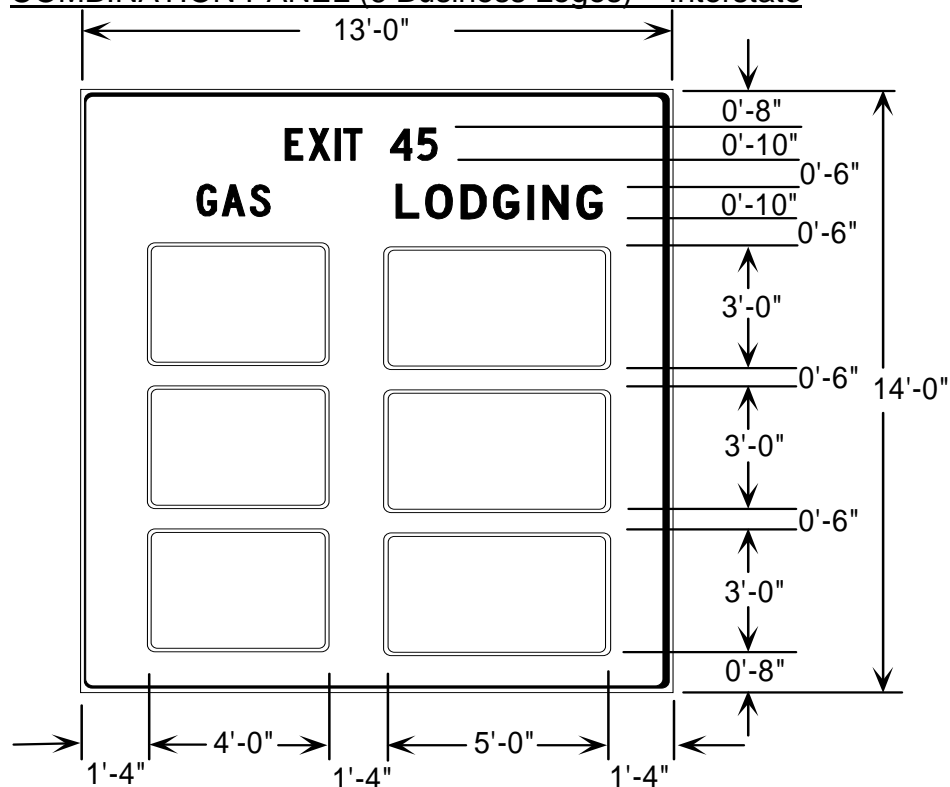
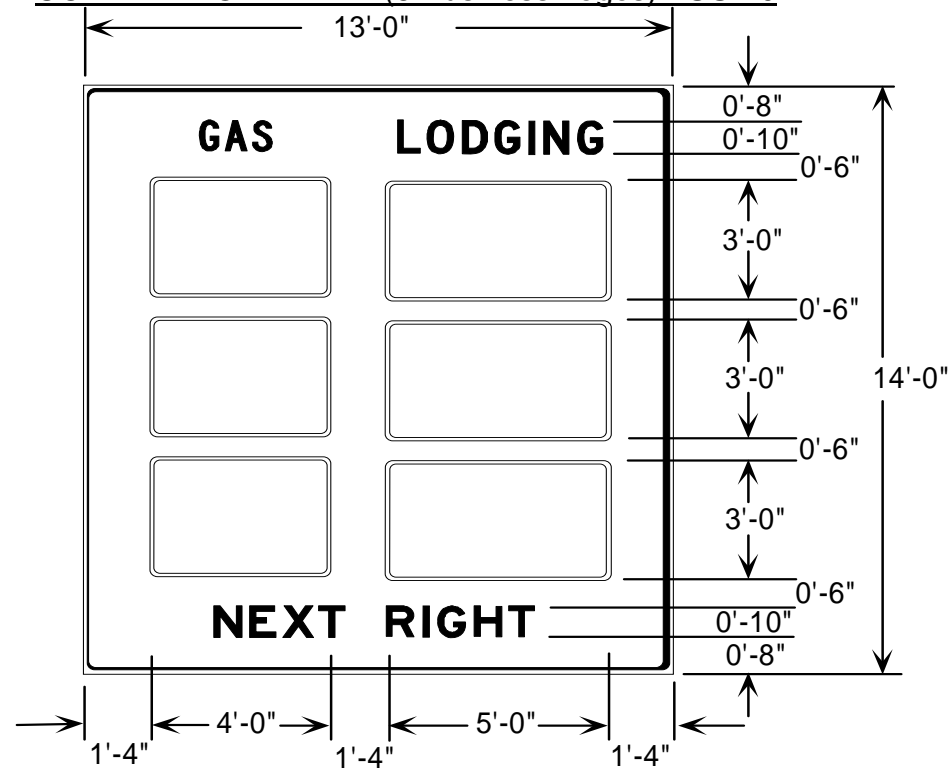
MOTORIST INFORMATION PANEL

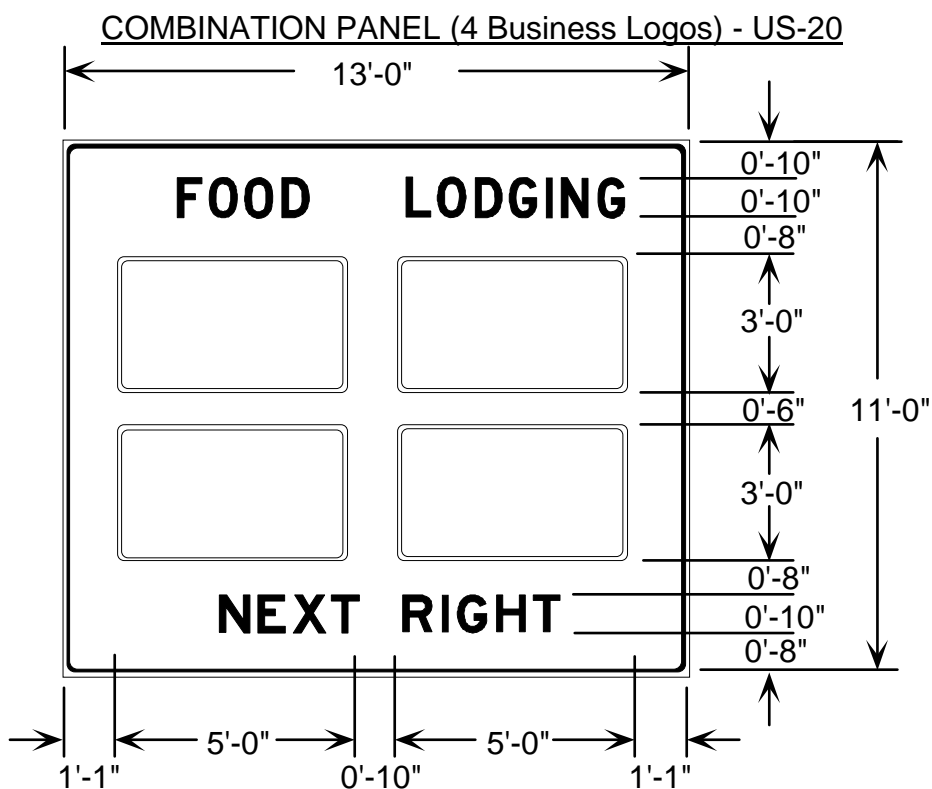
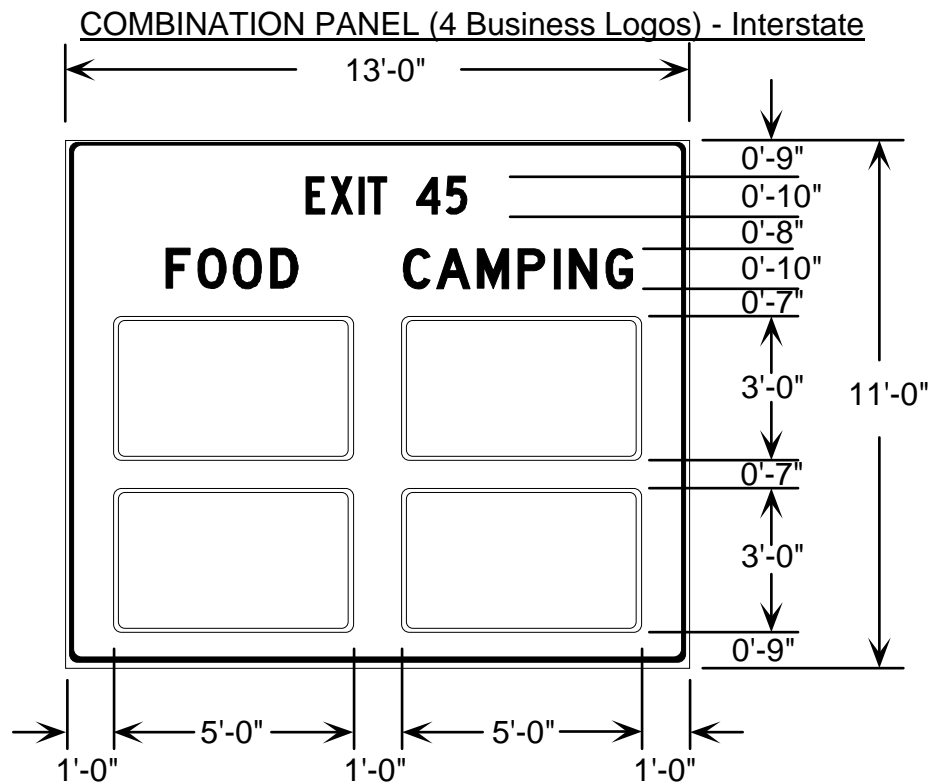
MOTORIST INFORMATION PANEL**CAMPING PANEL (4 Business Logos) - Interstate****CAMPING PANEL (4 Business Logos) - US-20**

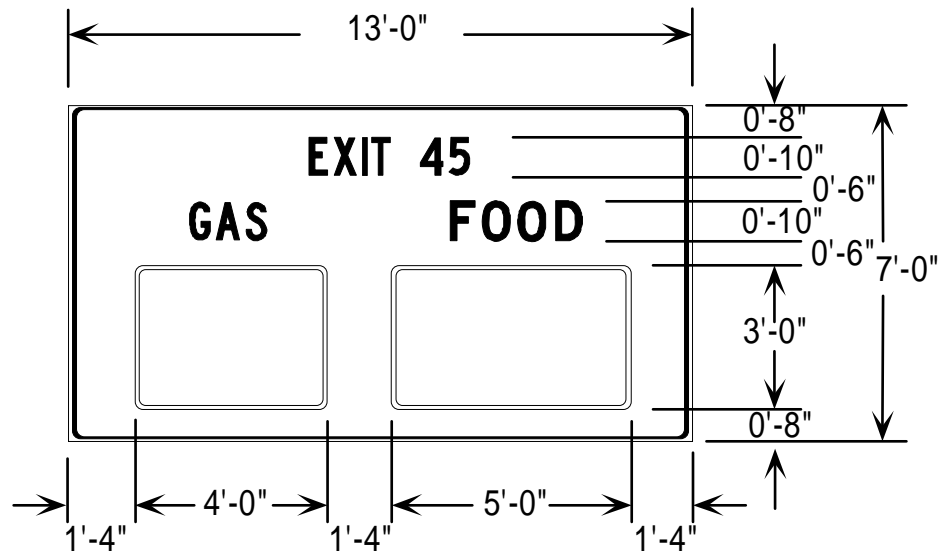
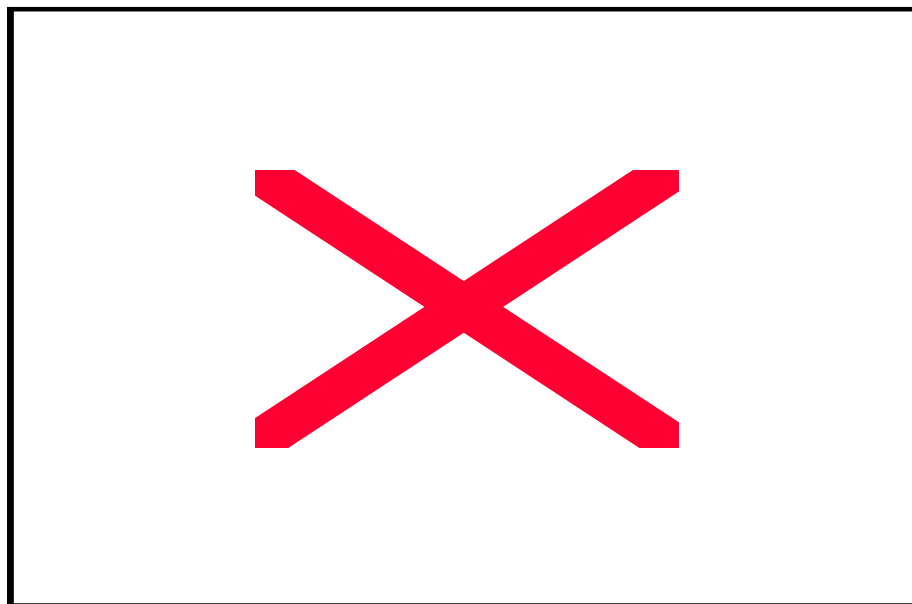
MOTORIST INFORMATION PANEL**CAMPING PANEL (2 Business Logos) - Interstate****CAMPING PANEL (2 Business Logos) - US-20**

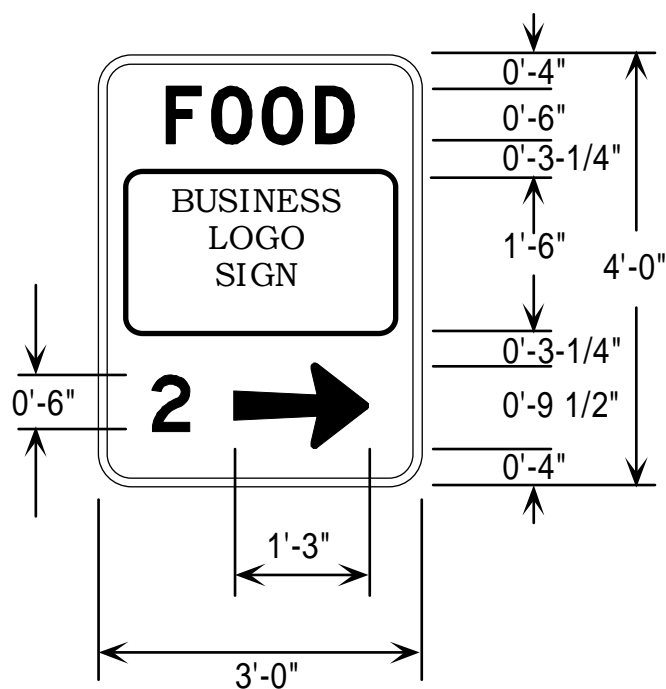
MOTORIST INFORMATION PANEL**DOUBLE EXIT GAS PANEL (6 Business Logos) - Interstate****DOUBLE EXIT GAS PANEL (4 Business Logos) - Interstate**

MOTORIST INFORMATION PANEL**DOUBLE EXIT FOOD, LODGING, CAMPING PANEL (6 Business Logos) - Interstate****DOUBLE EXIT FOOD, LODGING, CAMPING PANEL (4 Business Logos) - Interstate**

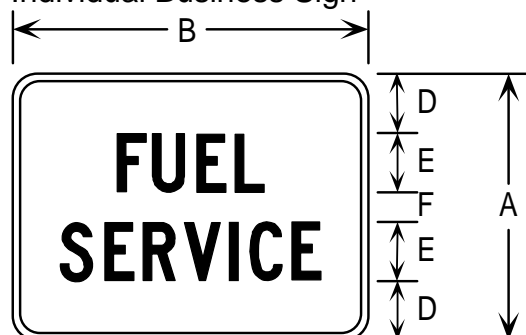
MOTORIST INFORMATION PANEL**COMBINATION PANEL (6 Business Logos) – Interstate****COMBINATION PANEL (6 Business Logos) - US-20**

MOTORIST INFORMATION PANEL

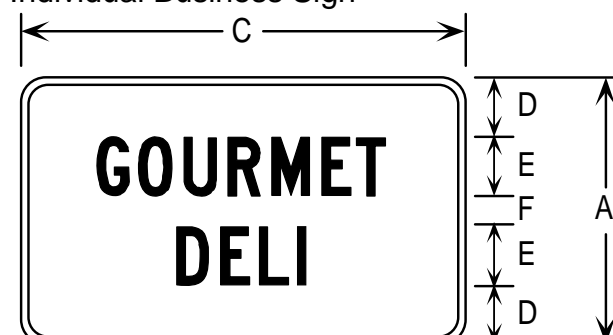
MOTORIST INFORMATION PANELCOMBINATION PANEL (2 Business Logos) - InterstateCOMBINATION PANEL (2 Business Logos) - US-20

SUPPLEMENTAL RAMP PANEL**GAS LOGO**

Individual Business Sign

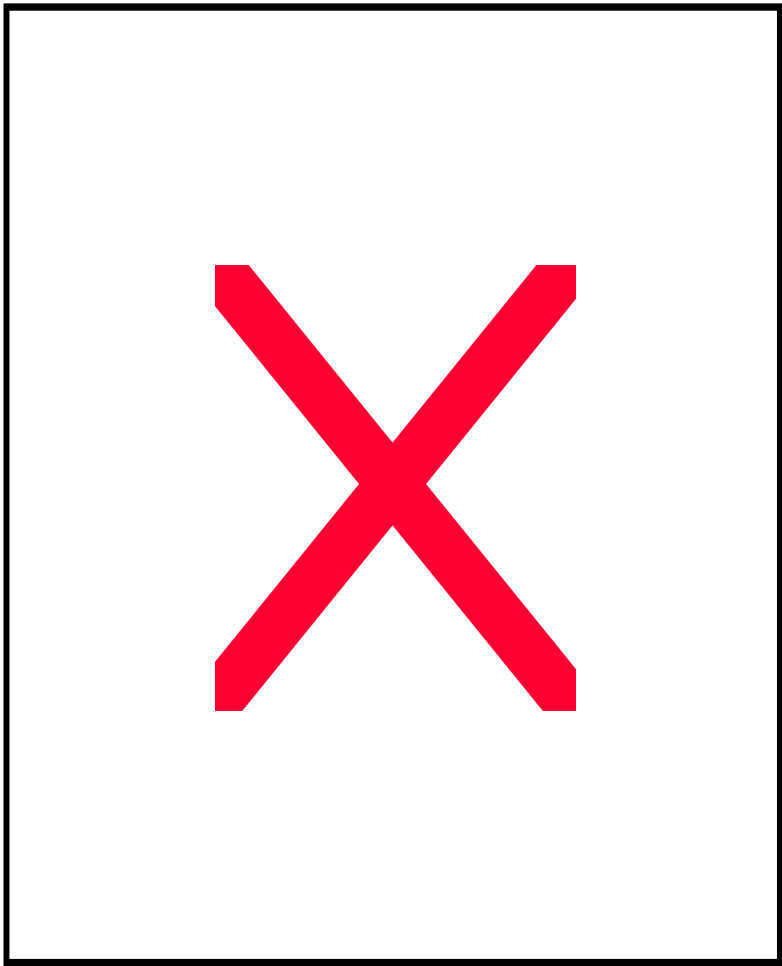
**FOOD/LODGING/CAMPING LOGO**

Individual Business Sign

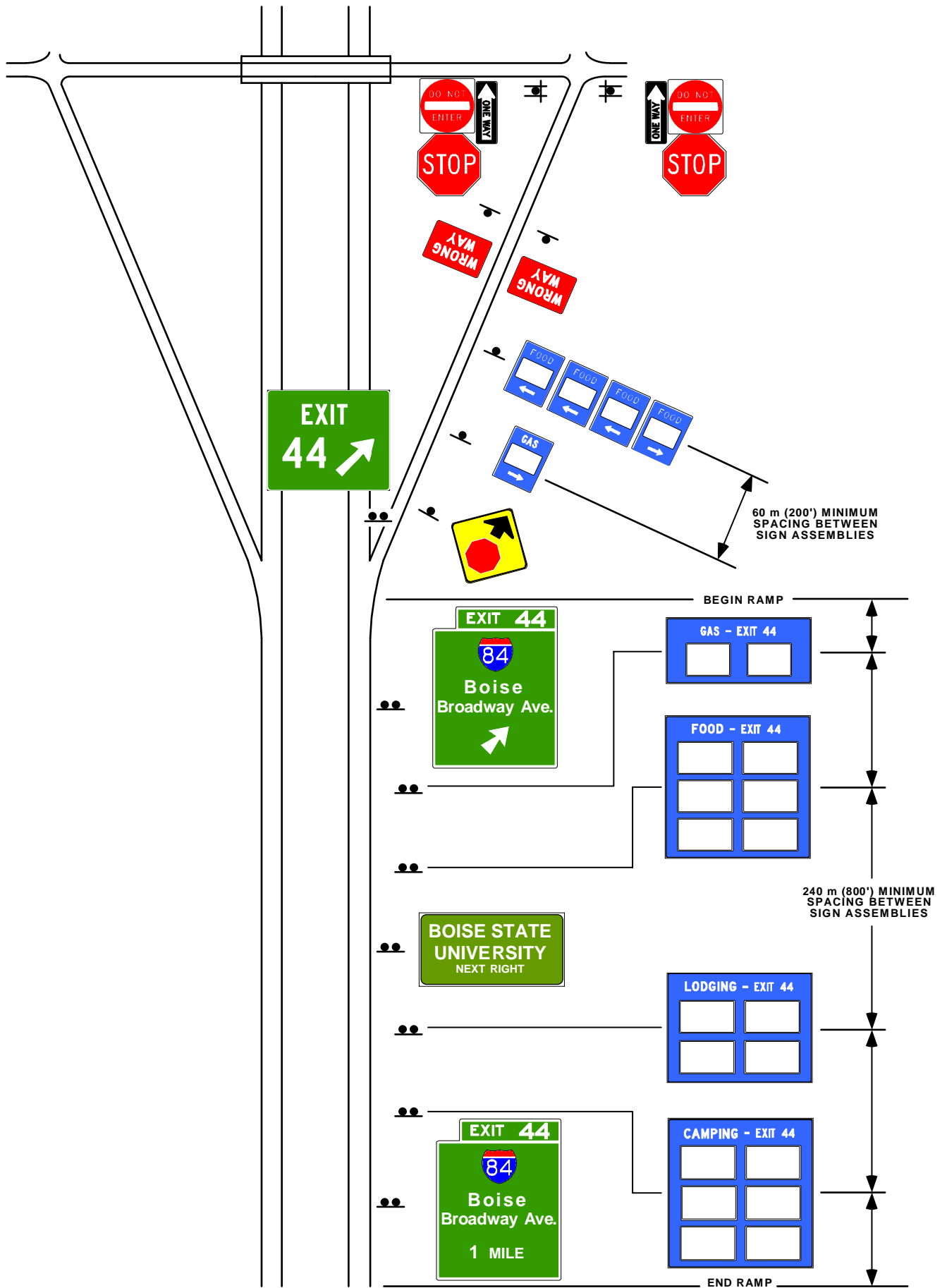


BUSINESS SIGNS FOR	A	B	C	D	E	F
Supplemental Ramp Panel	18"	24"	30"	4"	(Variable) 4" Series recommended	2"
Motorist Information Panel	36"	48"	60"	5 1/2"	(Variable) 10" Series recommended	5"

TRAILBLAZER SIGNS



TRAILBLAZER SIGNS	A	B	C	D
Gas	24"	24"	24"	6"
Food	24"	24"	24"	6"
Lodging	24"	24"	24"	6"
Camping	24"	24"	24"	6"



METRIC CONVERSIONS

800'	240 m
200'	60 m
18' – 0"	5486 mm
15' – 0"	4572 mm
14' – 0"	4267 mm
13' – 0"	3962 mm
12' – 0"	3658 mm
11' – 0"	3353 mm
10' – 0"	3048 mm
8' – 0"	2438 mm
7' – 0"	2134 mm
6' – 0"	1829 mm
5' – 0"	1524 mm
4' – 0"	1219 mm
3' – 0"	914 mm
1' – 9"	533 mm
1' – 6"	457 mm
1' – 4"	406 mm
1' – 3"	381 mm
1' – 1"	330 mm
60"	1524 mm
48"	1219 mm
36"	914 mm
30"	762 mm
24"	610 mm
18"	457 mm
10"	254 mm
9½"	242 mm
9"	229 mm
8"	203 mm
7"	178 mm
6"	152 mm
5½"	140 mm
5"	127 mm
4"	102 mm
3¼"	83 mm
3"	76 mm
2"	51 mm
1½"	38 mm
¾"	19 mm
½"	13 mm